

*Sales Management*  
PART TWO

# *Sales Meetings*

CONVENTIONS • EXPOSITIONS • TRADE SHOWS

**marketing**

**through**

**exhibits**

SHOW FIT INTO OUR ECONOMY? page 31  
TERRIFIC ATTRACTION—A FLOP page 98  
HOW TO CLOSE AT TRADE SHOW page 42  
GM's HALF CENTURY OF EXHIBITS page 33



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# Sales Meetings

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 NATIONAL AUTHORITY ON CONVENTIONS, SALES MEETINGS AND TRADE SHOWS

MAY 2, 1958

## HIGHLIGHTS

### LONG ON "SHOW"—SHORT ON "CLOSE"

Too often we lose sight of objective for our exhibits. We become so wrapped up with showing, we don't plan for selling. There are 16 ways to turn an exhibit into a selling tool.

42

### BEWARE THE PERFECT ATTRACTION

It's not often that a company will admit its mistakes. This one admits a four-carat goof. Its booth attraction combined audience participation, use of its product and visitor-made giveaway. It attracted 99% of show audience. BUT, salesmen were so busy with the stunt, nobody sold a thing.

98

### ARE INDUSTRIAL SHOWS JUSTIFIED?

For the first time, marketing in industry is analyzed and matched against values of an industrial show. Result: Shows stack up as medium closest to buying motives, practices and characteristics of industrial marketing.

31

### REPORT FROM ABROAD ON USE OF CUBIC SPACE

British industrial and trade shows are confirmed users of cubic areas of booth space. Two big reasons: Not enough exhibit space to go around at popular shows; show managements impose less less restrictions on exhibiting companies.

62

## CONTENTS

### Audience Participation

Sells Safety (and Insurance) with Audience Participation

Terrific Attraction—Really a Total Flop

### Booth Personnel

How to Close Sales at a Trade Show

### Convention Newspaper

Convention Daily Sell for You?

### Exhibit Facilities

Hotel Exhibit Areas

### Exhibit Objectives

New Product Introduction

Put Exhibits to Work for Press Conferences

### Exhibit Planning

Common Denominator for Most Successes: Careful Planning

Five Shows—Price of One

New Trend: Integrated Long-Range Planning

### Exhibit Research

Do You Measure Exhibit Effectiveness?

Guide to Research at Trade Shows

### Exhibits as a Marketing Medium

GM's Half Century of Exhibiting

How an Exhibit Builder Sees His Medium

How Does the Show Fit into Our Economy?

### Foreign Exhibits

Air Exhibits at Brussels

British Lead the Way in Use of Cubic Content

How Do People Abroad Respond to Exhibits?

### Mobile Exhibits

"Why" and "How" of Exhibits on Wheels

### Self-Contained Displays

"Packages": Fast and Rugged

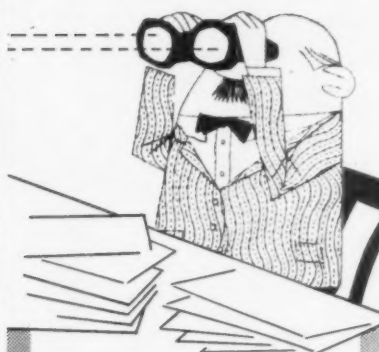
### State Fairs

Why More Companies Come to the Fair

## DEPARTMENTS

As the Editors See It .....	25	Facilities Roundup .....	15
Best I've Heard .....	144	Letters .....	9
Meeting and Show News .....	21		

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PART  
TWO

## Sales Management

### Sales Meetings MAGAZINE

EXECUTIVE OFFICES, 1212 Chestnut St.  
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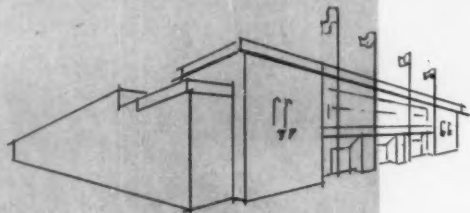
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SALES MEETINGS/Part II SALES MANAGEMENT



## LETTERS TO THE EDITORS

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EDITOR, SALES MEETINGS:

For some time now, we have been trying to purchase an electric pointer to use at our meetings. The type we have in mind is the kind that looks like a flashlight and which throws the image of an arrow on a screen while the slide is being projected. The advantage of this type is that the author can stay at the podium using a microphone and at the same time point at details on the picture he is showing.

We have written to various projection service agencies that have advertised in your magazine but have never received a reply. Perhaps you could advise us who the manufacturer is of these devices and we could contact them directly. Any assistance you could give us would be appreciated.

R. A. Joss

Assistant to Executive Secretary  
Canadian Pulp & Paper Assn.  
Montreal, Canada

► Four sources are being mailed.

### meeting statistics

EDITOR, SALES MEETINGS:

I would appreciate the following information, if available, at your earliest convenience:

Total number of sales meeting in the United States.

Number of people attending each meeting.

Number of days each meeting convened.

H. Joyce Bohn

Phoenix, Ariz.

► Total number of sales meetings in the U. S.: approximately 79,000 (national and regional). Average attendance at national sales meetings is 160 persons; at regional meetings, 50.8 persons. Duration—National sales meetings run an average of 3.07 days; regional meetings, 1.55 days.

### who runs oil congress

EDITOR, SALES MEETINGS:

In your January, 1958 issue on page 10 under "Meeting and Show News" you mention that the New York Coliseum has been chosen as the site for the Fifth World Petroleum Congress. If possible we would like to know the name and address of the chairman of this congress.

We would also appreciate receiving information on the cost and procedure for obtaining your publications.

William M. Schultz

Manager of Sales  
Special Weapons Division  
Bell Aircraft Corp.  
Buffalo 5, N. Y.

### mail follows authorship

EDITOR, SALES MEETINGS:

You will be interested to know that as a result of my article in your March issue (7 Years' Experience at Mercury), I have received a great deal of mail from people, an indication of the readership and acceptance of your publication.

George O. Hackett  
Manager, Sales Promotion &  
Training  
M-E-L Division  
Ford Motor Company  
Dearborn, Mich.

### plasterers to fly

EDITOR, SALES MEETINGS:

We would appreciate it very much if we could have permission to reprint the article, "How to Fly (for trip winners)" which appeared in the March 7 issue.

Joe M. Baker, Jr.  
Executive Secretary  
Contracting Plasterers' and Lathers'  
International Assn.  
Washington 5, D. C.

### reprint incentive material

EDITOR, SALES MEETINGS:

Please accept our congratulations on your March 7 issue featuring incentive travel. All of our people in this field were very much interested in it and have asked me if we can get permission to reprint some of the material for sales distribution.

Leonard S. Kimball  
Vice-President, Public Relations  
The Flying Tiger Line Inc.  
Burbank, Calif.

### permission to reprint

EDITOR, SALES MEETINGS:

From time to time we find a most interesting article in your publication which pertains to our business.

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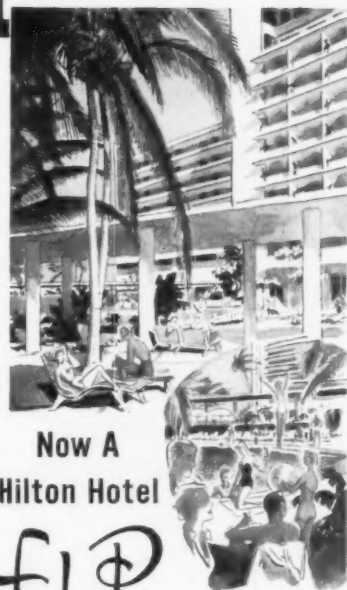
We enjoy your publication very much and would appreciate hearing from you at your convenience.

Richard B. Young  
Southland Battery Co.  
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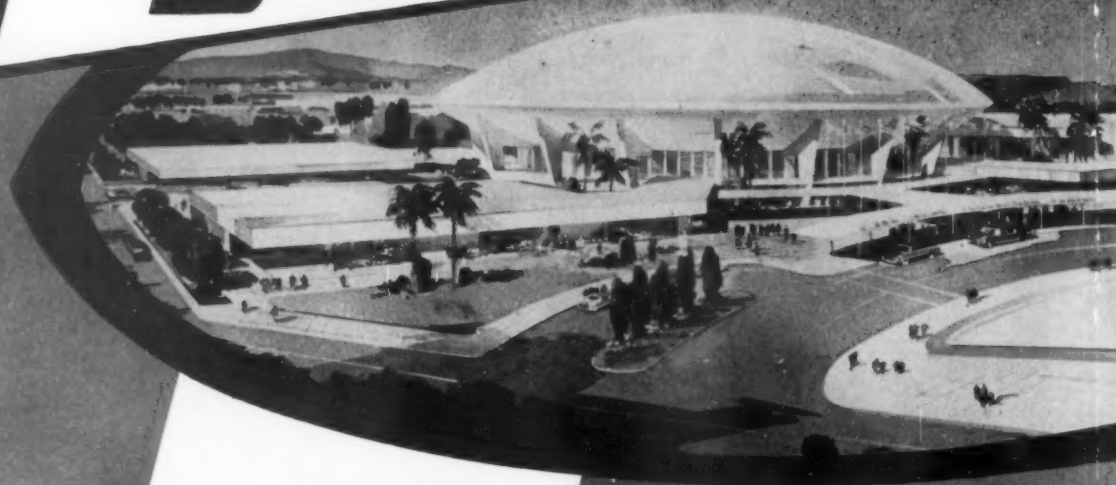
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# GOLDEN GATE

20 ACRES ON THE OCEAN AT 194th STREET • MIAMI BEACH 41, FLORIDA

SALES MEETINGS/Part II SALES MANAGEMENT

## Facilities Roundup

New Facilities Being  
Built for Conventions

### MIAMI BEACH

American Hotel announces new \$3 million, 125-room addition is expected to be completed by the winter season. Addition will house two public rooms and a Presidential Penthouse, bringing Americana's total to 600 rooms and suites.

### ATLANTIC CITY

Shelburne Hotel expects to complete its new 150-room addition by June, 1958, announces President Max Malamut. Addition will feature 22 cabana-bedrooms opening on pool area, plus a new swimming pool and skating rink.

### DETROIT

Construction of the new Convention-Exhibits Building is ahead of schedule with opening slated for November, 1958. Completed building will have 400,000 sq. ft. of exhibit space and seats for 14,000.

### MUSKEGON, MICH.

Plans are underway for a million-dollar all-purpose arena. The 7,000 seat building will have a regulation hockey rink, and will be equipped for expositions.

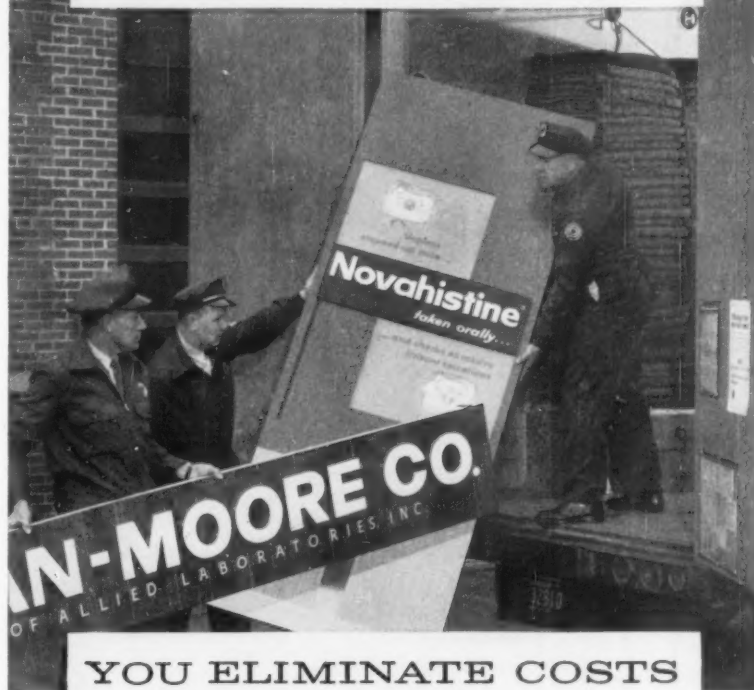
### MONTREAL

Completely air-conditioned Queen Elizabeth opens for business with 200 conventions already booked, say hotel officials. Carefully designed to handle convention business, hotel has one entire floor devoted to banquet halls, dining rooms and display areas. Floor is readily accessible by elevator and escalators from three different entrances. Hotel offers closed-circuit TV and radio facilities, plus an emergency all-call system that operates in public rooms and guest rooms whether or not sets are turned on.

(continued on page 17)

MAY 2, 1958

## WHY IT PAYS TO MOVE EXHIBITS BY MAYFLOWER



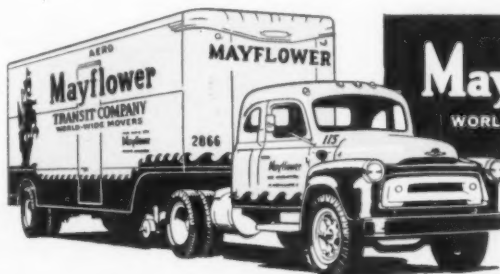
## YOU ELIMINATE COSTS THESE 6 WAYS

Before giving yourself a hasty answer to this question, "Would it pay to move my exhibits by van?" . . . consider its obvious advantages, plus the way it eliminates these hidden and extra expenses you are paying now.

- 1 Minimizes need for costly building and repairing of display shipping cases.
- 2 Eliminates damage to displays—and expensive (perhaps impossible) repairs at the show.
- 3 Often eliminates extra cartage, handling and storage costs.
- 4 Reduces costly setup and repacking time where high-priced, extra show help is required.
- 5 Eliminates cost of rental furnishings, since you can ship your own.
- 6 Eliminates expensive extra days of work and extra travel involved in shows—lets you spend more productive time in your office.

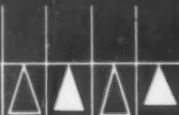
Call your local Mayflower agent for a copy of "17 Reasons Why" to help plan your exhibit moving—yours without obligation.

AERO MAYFLOWER TRANSIT COMPANY, INC. • INDIANAPOLIS, INDIANA



**AERO**  
**Mayflower**  
WORLD-WIDE MOVERS

## THE BIG NEW NAME ON THE CONVENTION HORIZON



The

# Carillon

### MIAMI BEACH'S LARGEST HOTEL

#### OUR PREMIERE SEASON

Completely Air Conditioned

620 elegant rooms, suites and lanai suites

15 meeting rooms — specifically designed for conventions and sales meetings

Amphitheatre Convention Hall seats 1,200 • Banquet accommodations 1,000

Other rooms with capacities of 1,200 - 600 - 350 - 200 - 100

4 dining rooms featuring menus of international flavor • Many smaller rooms for committees - press - headquarters

Every modern meeting device — finest acoustics — complete audio and visual equipment — day-long comfort chairs — giant stage in convention hall — exhibit space — closed circuit TV.

Professional sales staff highly experienced in servicing conventions and sales meetings.

Enjoyment and relaxation facilities include: 750-foot private beach —

2 swimming pools — magnificent night club — palatial cabana club —

21" TV and circulating ice water in every room — extensive sports area.

*Mr. Sales Manager:*

*Special for you . . . write now for the Carillon Incentive Plan . . . A complete service from kick-off to pay-off.*

Write — wire — or call Harry B. Esky, Director of Sales, for complete "Carillon Convention Story". Choice dates available. Phone Miami: UNion 5-7561.



Harry B. Esky, Director of Sales

OCEANFRONT — 68th to 69th STREETS, MIAMI BEACH 41, FLORIDA



## FACILITIES ROUNDUP

continued

### HAVANA

New Havana Hilton is ready for business after a gala opening. Hotel features 588 rooms and 42 suites, plus seven function rooms. Completely air-conditioned hotel has its own swimming pool and closed-circuit TV hookup.

### MIAMI

New Dupont Tarleton Hotel opened recently with 301 rooms, 13 dining rooms, four bars and two supper clubs. Hotel is part of \$11-billion Dupont Plaza Center.

### SACRAMENTO

New motor hotel is underway. Called El Dorado, motor hotel will offer dining and meeting rooms, plus lounges.

### PALM BEACH

Recently opened Royal Poinciana Playhouse will be available for conventions and sales meetings from July through December, announces Director John Giroux. Theater seats 707 and is completely air-conditioned. Complete audio-visual equipment is available, including closed-circuit TV setup, says Giroux.

### SAN FRANCISCO

New Jack Tar Center is expected to be completed in 1959, announces Ed C. Leach, president, Jack Tar Hotels. Center includes a 405-room, garden-type hotel, a 12-story office building and a 400-car garage. Hotel, says Leach, will offer motel privacy with conveniences and services of a hotel—including banquet facilities for 850.

### LAS VEGAS

New Stardust Hotel will have 1,100 rooms, plus meeting and banquet facilities. A 2,000 seat auditorium for conventions will be built in the rear of the hotel.

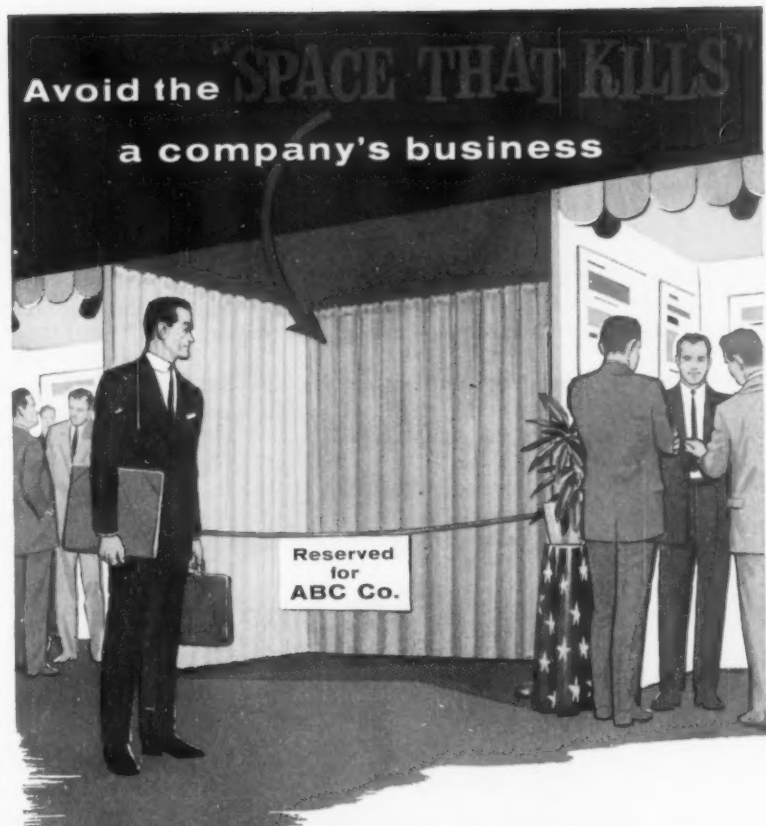
### ACAPULCO

Recently opened El Presidente, owned by The Nacional Hotelera, will be aimed at incentive travel users, says General Manager Roberto Zapata. Hotel offers 200 rooms, plus dining facilities.

### SAN FRANCISCO

Opening of new underground exhibit hall annex to Civic Auditorium adds 90,000 sq. ft. of exhibit space to city's convention facilities.

MAY 2, 1958



## Missed connections mean missed sales to an exhibitor

When a convention is in full swing... and competitors are getting the ear and eye of your prospects... your expensive display is worthless if it is bogged down somewhere enroute.

Protect your company against this costly mishap with United "Pre-Planned" Display and Exhibit Moving Service. When United puts your "show on the road," you're assured of delivery *where* and *when* you want it. What's more, United service offers you a savings of 20% or more because United's modern vans make expensive crating and local cartage unnecessary.

Call your nearby United Van Lines Agent for complete information and cost estimate. You'll find him listed under "Movers" in the Yellow Pages.



STORAGE FACILITIES IN  
ALL PRINCIPAL CITIES

## United Van Lines



MOVING WITH CARE... EVERYWHERE®

# New Matson Waikiki

## *Opening May 1st in the Heart of Waikiki*

Seating 1000 in air-conditioned comfort, the Matson Convention Hall offers the latest in lighting, public address systems, movie equipment, and display booths.

Sound-proofed room dividers provide complete privacy for as many as five smaller groups. Banquet or luncheon service, too, is available for up to 850 people.

The new hall is located in the Heart of Waikiki, steps away from its beach, surrounded by fine restaurants, shops, entertainment centers, theater,

banks, professional and transportation offices — and the four famous Matson Hotels.

Let Matson plan your next convention...quick, expert planning on all details of a complete Matson package including steamer and hotel services, or in connection with air transportation—for convention, post convention trips, seminars, management meetings and sales incentive prizes. Write today for complete details and colorful brochure. Address: Sales Convention Manager, Matson Lines, 215 Market Street, San Francisco 5, California.



## *Matson* ... Hawaii's Most



**TRANSPORTATION:** Two 750-passenger luxury liners—the LURLINE and MATSONIA available on scheduled weekly sailings from California or special charter. Completely air-conditioned, all First Class. Extensive meetings, entertainment facilities.



**HOTEL ACCOMMODATIONS:** Four great Matson Hotels with over 1000 rooms...Hawaii's finest accommodations. Royal Hawaiian, Surf Rider, Princess Kaiulani, and Moana.

# Convention Hall!



## Complete Convention Facilities



**ENTERTAINMENT, RECREATION:** Matson will plan complete programs; shows featuring Hawaiian talent, luaus (feasts), banquets, parties, tours. Special program for wives during convention sessions.



**HAWAII:** Swimming, golf, tennis, riding, hiking, fishing. Unforgettable sightseeing; ancient Polynesian culture, plantations, historic Pearl Harbor.



*the*  
**convention spot**  
*that has*  
**everything\***

As many of our convention visitors have put it, "Here's one place where business is a pleasure!"

And no wonder! When the day's meetings are over, you're only minutes away from your favorite form of fun—playing golf, ice skating, shooting trap or skeet, fishing, swimming or just sitting and soaking up the sun.

We would welcome the opportunity to show you how nicely our facilities will fit your convention requirements. For free convention folder and the complete story, just write Mr. Winston McCrea, Manager, Sun Valley, Idaho.



#### MEETING ROOMS

No. of Rooms	Max. Capacity
OPERA HOUSE	500
DUCHIN ROOM	100
SLALOM ROOM	100
Numerous smaller rooms	20 to 50

#### BANQUET ROOMS

No. of Rooms	Max. Capacity
LODGE DINING ROOM	350
CONTINENTAL	600

*Liquor by the drink available per state laws except Sunday and designated holidays.*

#### RATES

##### AMERICAN PLAN

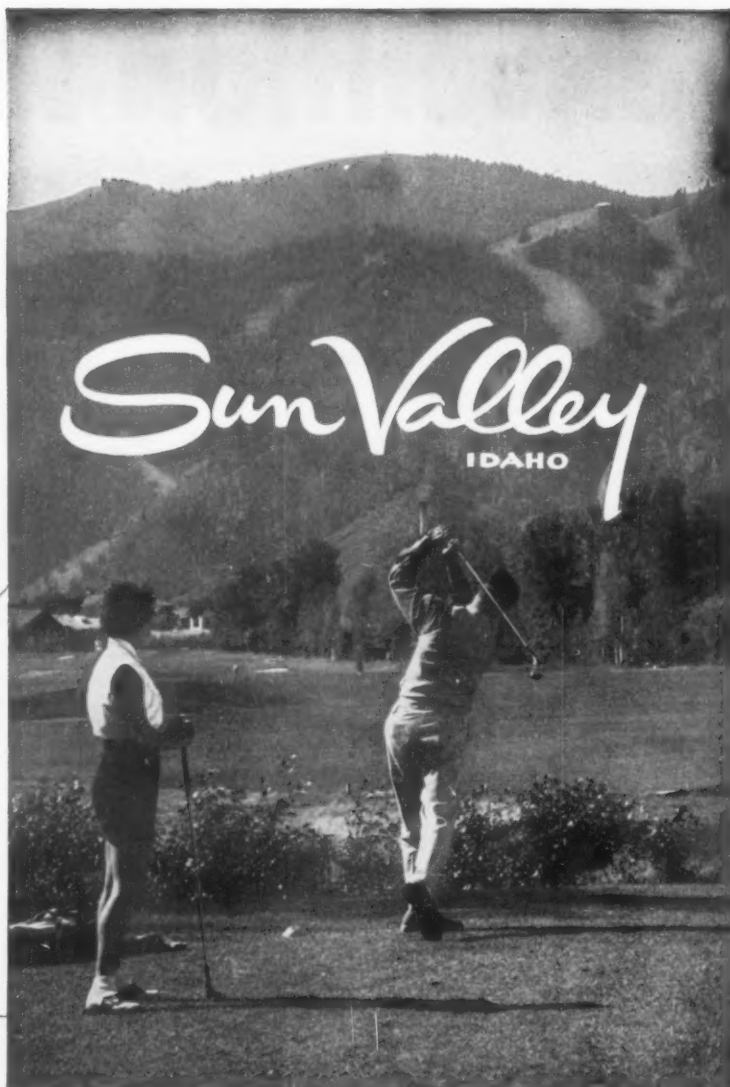
LODGE	INN	
\$18	\$16	per person, two in a room
\$21	\$19	per person, single room

##### EUROPEAN PLAN

RATES ON REQUEST

#### CAPACITY

Sleeping accommodations for 500 persons



\***GOLF • TENNIS • SWIMMING**  
**HORSEBACK RIDING • FISHING**  
**SKEET AND TRAP SHOOTING**  
**MOVIES • BOWLING**  
**DRIVE YOURSELF SERVICE**  
**OUTDOOR ICE SKATING • DANCING**  
**AND EVENING ENTERTAINMENT**



OWNED AND OPERATED BY UNION PACIFIC RAILROAD



## MEETING, SHOW NEWS

Exhibitors Advisory Council's Show for Shows and clinic are slated for New York City's Coliseum June 30-July 2. Exhibit and clinic will cover 40,000 sq. ft. of the Coliseum's fourth floor.

Clinic will feature four panels of exhibit managers, sales managers, advertising agency representatives and exposition managers discussing the various exhibiting problems and interests. Sessions on audio-visual materials and exhibit design are also planned.

Move to coordinate convention activities of home improvement associations is taking root. First staging of "Simultaneous, Coordinated Conventions" is planned for Miami Beach, January, 1959. Associations will hold separate conventions, but will take over Miami Beach Auditorium for a combined exposition of home building and improvement exhibits. Movement is spearheaded by National Metal Awning Assn.

National Retail Lumber Dealers Assn. announces an exclusive "NRLDA Exhibit Cartage and Storage Package" which will be available to exhibitors in the 1958 Building Products Exposition, Chicago, Nov. 22-25. Kay Exposition Drayage Co. will remove exhibit material to Kay's warehouse after the show, store it for 60 days and re-deliver it to any other trade show in the Chicago area for a single flat rate.

House furnishing dealers turned thumbs down on a repeat of the recent Merchandise Mart Consumer Show, held January 17-26 in Chicago. Home furnishings show, normally limited to dealers was opened to the public for the first time this year.

Survey of Chicago dealers by American Publications, Inc., showed dealers opposed to the show by a vote of nearly three to one. Margin of nine to one against the show was recorded by "executives of the biggest volume stores in major regional market cities of New York, San Francisco, Los Angeles, Boston, Philadelphia and others.

Retailers felt the show infringed on their operations by showing a wider variety of furniture than the retailers could carry in inventory—making for dissatisfied customers. Dealers reported the show made customers more price conscious. "So far people have been coming in for price shopping. They got numbers off the merchandise in the manufacturers showroom," reports one Chicago dealer.

American Publications is now in the midst of a nation-wide survey of dealers to get their opinions on opening any furniture market building for consumer viewing of manufacturer lines.

First national convention of Sales Promotion Executives Assn. will be held in New York City's Hotel Roosevelt, April 30-May 2. Panel discussions are scheduled on cooperative advertising, motivational research and direct mail. Sharing the spotlight with guest speakers will be a 1901 model Oldsmobile—to be awarded to one of the members.

Over 75% of exhibit space for 13th Annual Instrument-Automation Conference and Exhibit has already been reserved, reports show manager Fred J. Tabery. Show will be held September 15-19 in

(Continued on page 23)



## LET'S MEET IN LONG BEACH

... heart of  
SOUTHERN CALIFORNIA

*Where business  
is pleasure.*

- 1) Incomparable year 'round climate.
- 2) Modern, functional conference rooms and convention halls to accommodate groups of 6 to 6000 — conveniently.
- 3) Two outstanding exhibit halls — accommodate 254 booths.
- 4) Experienced personnel with trade show "know how" to handle all details.
- 5) Excellent hotel facilities — adjacent to the auditorium.
- 6) Close to world famous Disneyland, Marineland, Hollywood and myriad other Southland attractions.
- 7) Sun-swept beaches — swim, fish, sail, golf, bowl, or partake of countless other recreational facilities.
- 8) Dining, dancing and entertainment in dozens of renowned restaurants and night clubs.

Hold your next convention,  
conference or trade show in  
**LONG BEACH**

For information, write:  
Convention and Visitors Bureau  
Municipal Auditorium, Long Beach, Calif

**A whole new world  
for your  
convention**

# Eden Roc

hotel, cabana & yacht club



CABANA AREA ideal for outdoor buffets, cocktail parties and water shows.

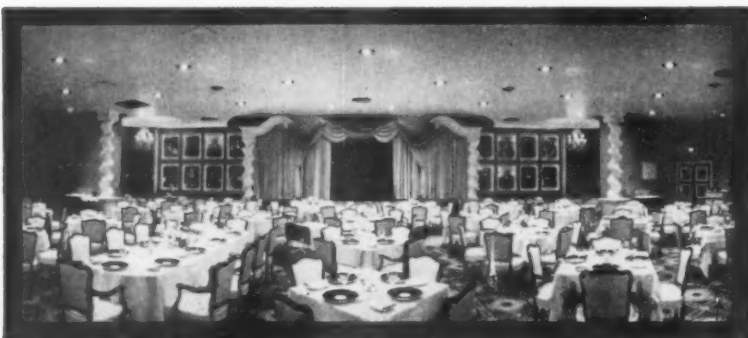
**ALL THIS IS YOURS ...  
FOR A PERFECT CONVENTION!**

- 14 meeting rooms or combinations ... to seat any size meeting from 24 to 1600!
- Monitored air-conditioning
- Modern lighting and sound equipment
- Outstanding cuisine ... served from an ultra-modern kitchen, strategically placed to serve every banquet with maximum expediency
- Underground parking garage
- Yacht anchorage on protected Indian Creek
- 30,000 square feet of drive-in exhibit space at reasonable rates

**ALL THIS — PLUS:**

- Olympic pool and private ocean beach
- Over a hundred luxury cabanas with individual bathrooms
- Magnificent covered outdoor pavilion for dining and dancing, outdoor meetings
- Three delightfully different dining rooms to suit your every mood
- Informal gaiety and dancing in Harry's American Bar — Garden Café
- Fabulous entertainment nightly in the unparalleled Café Pompeii

ROBERT H. WHALEN, Director of Sales

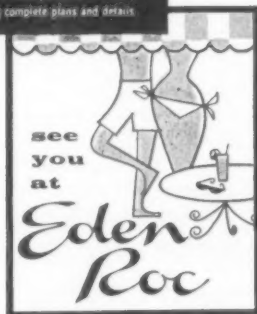


MONA LISA ROOM — this beautiful room comfortably accommodates banquets up to 500 people.



POMPEIAN ROOM — Accommodating banquets of 1200 and business sessions of 1600 people. Four tiers assure all in attendance perfect view of the speaker's table.

SEND NOW FOR COMPLETE  
CONVENTION BROCHURE ...  
blueprinting complete plans and details



30,000 square feet of DRIVE-IN EXHIBIT SPACE at reasonable rates. This area does not alter the availability of any of the 14 Major Meeting Rooms.

New York: Circle 7-6940 • Chicago: MOhawk 4-5100 • Cleveland: PProspect 1-7827 • Washington: District 7-7346

**OCEANFRONT, 45th to 47th STREETS, MIAMI BEACH, FLORIDA**

**SALES MEETINGS/Part II SALES MANAGEMENT**

## Meeting, Show News continued

Philadelphia's Convention Hall. Series of workshops are planned for the conference.

Companies with contracts or sub-contracts to let will get free exhibit space in the Exhibit of Business Opportunities, to be staged in Huntington, W. Va., June 17-19. Exposition, jointly sponsored by Department of Defense and Huntington civic groups, will attempt to bring new industry into the area. Government procurement agencies will take 25% of space with rest reserved for private industry.

Defense Department will co-sponsor three other shows in "areas of substantial labor surplus." Department puts up its own exhibits and publicizes the shows with local groups picking up the tab for other expenses.

Coliseum will play host to first packaging show to be held in New York City in 14 years when 27th National Packaging Exposition opens May 26-30. Concurrent conference will meet at Hotel Statler May 26-28. Theme of the three-day conclave will be the "evolution of packaging from an art to a science."

General Motors Motorama will be revived this year after an absence of two years, say authoritative sources. Giant spectacular is slated to open in New York City in October—three months earlier than its traditional opening in January. Event will tie in with GM's 50th anniversary celebration.

Fifth Annual Building Products Exposition, slated for Chicago's International Amphitheatre, November 22-25, will schedule a series of week-end clinics and demonstrations this year. Week-end sessions will be aimed at lumberyard employees within driving range of Chicago who can't attend during the week.

Exhibit space at the 1958 convention of the American Institute of Architects, scheduled for Hotel Cleveland, Cleveland, July 7-11, is sold out. Demand for space, say officials, was so heavy that original 68 booths have been increased to 92.

Chicago International Fair & Exposition, scheduled July 1-19, 1959, announced its first exhibitor—First National Bank of Chicago. Fair site has been changed to Navy Pier instead of Chicago Metropolitan Exposition Center—not yet underway.

Look for more competition in the industrial theater field as more companies get into the act. Maurice Evans recently announced his bid for a share of the market with establishment of Maurice Evans Industrials, Inc., New York City. Company will handle both live shows and closed-circuit TV presentations.

Another newcomer is MPO Live Presentation Division, an arm of MPO Productions, Inc., producer of industrial films and TV commercials. Bert G. Shevelove will head up the division which boasts production facilities on both East and West Coasts.

Robert A. Durk, producer of International Home Show, and vice-president, Exposition Management Assn., is adding another job as president of Ebbets Field Productions, Inc., New York City. Newly formed corporation has leased the old Dodgers home and plans to put on sporting events, theatrical, musical and novelty attractions this summer.

## Virginia's Best

Finest Meeting Facilities in All of Virginia Are Yours in These Expertly-Managed and Tastefully-Appointed Hotels.



### *Hotel* John Marshall

Fifth and Franklin  
RICHMOND, VIRGINIA

AIR-CONDITIONED Virginia Room, on main lobby floor, seats up to 1,000.

AIR-CONDITIONED Patrick Henry-Stonewall Jackson Room (600).

AIR-CONDITIONED George Wythe Room (150).

ROOF GARDEN accommodates 500. 5 additional AIR-CONDITIONED CONFERENCE ROOMS.

500 OUTSIDE ROOMS, EACH WITH PRIVATE BATH.

## FOR RESORT CONVENTIONS



### *Hotel* Chamberlin

Old Point Comfort, Fort Monroe, Va.

The Largest and Finest Hotel on Virginia's East Coast

AIR-CONDITIONED Virginia Room (400)

AIR-CONDITIONED Hampton Room (425)

AIR-CONDITIONED Monroe Room (125)

AIR-CONDITIONED Chesapeake Room (30)

Roof Garden

300 Beautifully Furnished Rooms, All Outside, each with private baths.

OPEN ALL YEAR

## RICHMOND HOTELS, INC.

RICHMOND, VIRGINIA

### HOTEL KING CARTER

250 Rooms. Rates from \$4.00

### HOTEL RICHMOND

300 Rooms. Rates from \$4.50

### HOTEL WM. BYRD

200 Rooms. Rates from \$4.50

Write for FREE, interesting Brochure, Giving Full Convention Facilities in Detail and Floor Plans!

TWX Connects all 5 hotels

## THE MOST IMPORTANT PEOPLE IN THE WORLD



### COME TO WASHINGTON, D.C.

... today's world capital ...  
and CONVENTION CAPITAL, TOO!

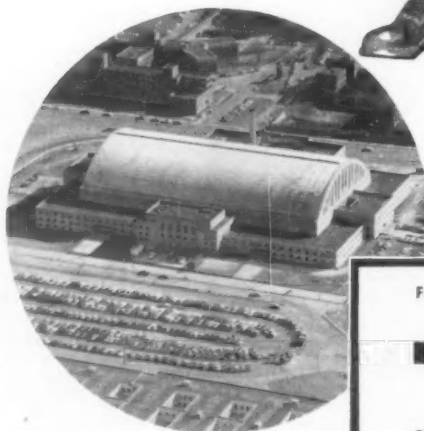
Day-in, day-out, influential people and dignitaries the world over arrive in Washington, D. C. For Washington is the crossroads of world activity, where today's news becomes tomorrow's history.

What better setting for your important convention? No other city offers you the distinctive advantages of Washington. Its impressive beauty, its superb accommodations, its magnificent monuments and sights assure added success for your next convention.

**Plan your Convention  
in the SHOWPLACE of  
The Nation's Capital ...  
The D. C. National Guard  
Armory**

#### LARGEST!

136,000 sq. feet! 76,000 square feet of unobstructed floor space on main level, 60,000 additional square feet on lower level.



#### Most Complete!

Fully equipped; ultra-modern facilities; expert convention staff; catering and restaurant service; drive-in facilities; 1,500-car parking area.

#### Most Convenient!

10 minutes from Capitol Hill; near government buildings, transportation terminals, business, hotels; direct public transportation.

FOR FREE COLORFUL BROCHURE, and further information,  
write Arthur J. Bergman, Manager

**NATIONAL GUARD  
ARMORY**

2001 EAST CAPITOL STREET • WASHINGTON 3, D. C.



AS THE EDITORS SEE IT

## New Concept with which to Conjure

From our vantage point—having waded through reams of reports, studies and manuscripts for this special issue on exhibiting—several strong currents are detected.

First, there is a major shift in the concept of an exhibit at a trade or industrial show. What traditionally has been called an advertising medium now is recognized as a marketing medium.

**This is important. It orients exhibiting to the vital job of making sales instead of acquaintances. It stills the fiction that you don't go into a show to sell but to advertise.**

Second fact that has filtered up from our labors with this issue on exhibiting is that show participation is stronger than ever—recession talk to the contrary.

**Exhibiting companies are not dropping out of shows to cut costs. While we made no survey on the subject, our field reports indicate more exhibit space is being bought this year than ever before. Nobody, apparently is "saving money" by cancelling a show from his schedule and taking the chance of missing potential sales.**

Third point that is apparent to us — and disquieting — is that marketing men are missing so much of the potentials surrounding show participation. It is almost common knowledge that the average exhibitor does an awful job on show publicity, and that few companies train their salesmen for booth demonstrations.

What is conspicuous by its absence is the application of creative imagination to milk every nickel's worth of promotion out of exhibiting investments. Few companies work on sales ideas in connection with exhibiting.

**Exhibitors seems to be "gimmick oriented." They'll spend hours and days to dream up**

**stunts to operate in their booths, but no time on how to make their salesmen more effective at the show.**

Now let's assume that each of your salesmen in an exhibit booth keeps careful records of all his prospects and accounts at the show and tries to close each one with the aid of demonstration materials and product displays. But, how about the accounts that didn't get to the show? Isn't there some way to spread that show activity out to them—to capitalize further on promotion investment in the show?

One way is to prepare a booklet ready to be printed except for photographs. These can be taken the first day to show people watching your booth demonstrations. Not long after the show closes, you have a mailing piece based on your show activities. While it can't offer the actual demonstrations to prove product value, it can tell about the demonstrations and show pictures of people who are seeing it at the show.

**Another method to stretch out show activity is for your salesmen at the show to send back letters to customers and prospects whom they know are not coming to the show or those who don't show up by next to last day.**

These letters can be automatically typed with fill-ins from salesmen's lists. In special cases, salesmen might dictate personal letters. Point is, if each salesman sends out a dozen letters, you are sure of dozens of sales calls that will be welcomed.

Customers and prospects who didn't get to the show will be anxious to hear what happened—especially if the letter from the show promised some inside information, special news of what was talked about at the convention or what's hot in the field.

**Interest in exhibit activities never was greater than it is today. With this growing awareness of a trade or industrial show's sales potential, more creative techniques will come forth for "marketing through exhibits."**



REGENCY TOWERS

## TORONTO CONVENTIONS



North America's 7th largest city is beautifully equipped to serve your convention or meeting. Modern, air-conditioned hotels. Excellent restaurants. Varied night life. Toronto is also the site of the world-famous Canadian National Exhibition (this year's headliner—Danny Kaye). Here is a city perfectly qualified to handle your convention.



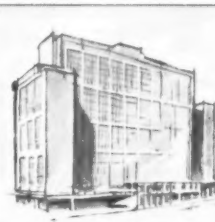
ROYAL YORK



WESTBURY



PARK PLAZA



LORD SIMCOE



SEAWAY

### this year think of Canada...

**FOR MEETINGS.** Resorts and scenic lodges throughout the country are just right for small conventions or sales meetings. Great for hunting, fishing and golfing, too.

**FOR POST CONVENTION TRIPS.** Canada is a foreign country with interesting customs and friendly people. There's spectacular scenery all the way from Newfoundland to British Columbia.

**FOR TRANSPORTATION.** It costs less by air—with more time there. Only TCA flies the smoother, quieter, more comfortable prop-jet Viscount to Canada.



## TRANS-CANADA AIR LINES

For information or convention-planning assistance...see your Travel Agent or the TCA Sales Manager in Boston, New York, Tampa/St. Petersburg, Cleveland, Detroit/Windsor, Chicago, Seattle/Tacoma or Los Angeles.



KING EDWARD SHERATON

*Portrait of how the man feels who didn't book his 1959 convention into the*

## HOTEL ROBERT MEYER

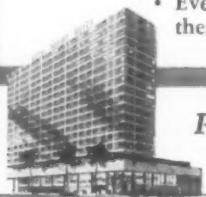
Jacksonville, Florida

He didn't know Jacksonville had a new concept in hotels providing his group with:

- 550 rooms
- 250 car garage
- Windsor Ball Room seats 1000 for banquets or 1400 for meetings
- Huge exhibit area for automotive or industrial equipment shows
- Special suites for smaller parties
- Every modern facility available from theatre lighting to closed circuit TV



OPENING  
JANUARY  
1959



Plan Now — Send For Your Convention Folder

## THE HOTEL ROBERT MEYER

JACKSONVILLE, FLORIDA

The perfect spot for your next  
group meeting...the

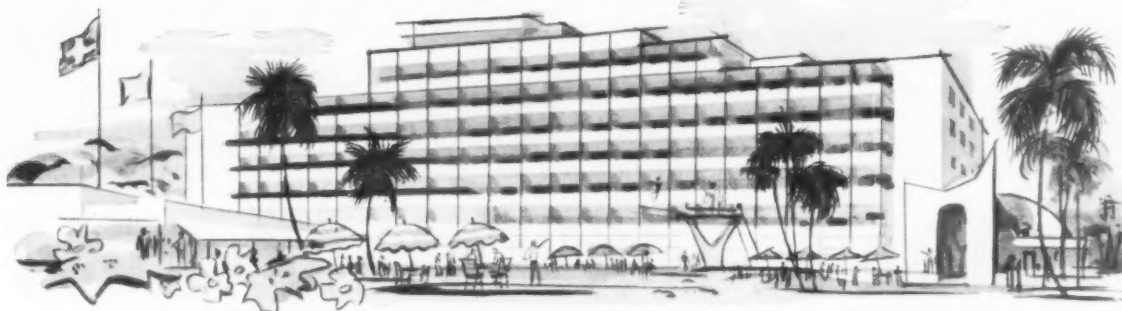
# Dominican Republic

...Land of Discovery



This is a beautiful country, full of fascinating things to see and do. Pleasantly warm all year 'round—your delegates can swim, fish and water ski at famous beaches—golf, watch horse races and polo—play in exciting casinos—see the Theater of Water and Light; the Columbus Castle, Tomb of Columbus; the first church, first monastery and first college in the Western Hemisphere. You can be sure your group will enjoy every minute in the Dominican Republic!

**FREEPORT SHOPPING** English Cashmeres, French Perfumes, Swiss Watches, Cameras, Fine Jewelry, Danish Silver, Spode China, Liquor and other exciting imports at savings unsurpassed in the Caribbean!



*Embajador*  
**INTERCONTINENTAL**  
CIUDAD TRUJILLO, D. R.

One of the world's most beautiful hotels... a vast 25-acre estate, resplendent in tropic beauty... where your group meeting is assured success. A wide selection of meeting and banquet rooms is available... accommodating groups of from 18 to 550. The entire 310-room hotel is air-conditioned. Your delegates will enjoy the Supper Club with dancing and entertainment, the gaming Casino, excellent Dining Room and Outdoor Terrace, Cocktail Lounge, Olympic Pool, and the hotel's own 18-hole championship Golf Course.



*Jaragua*  
**INTERCONTINENTAL**  
CIUDAD TRUJILLO, D. R.

Your delegates will sense a wonderful spirit of friendliness the minute they arrive at this delightful seaside resort. Famed throughout the Caribbean, it is set in beautiful park-like grounds facing the ocean. 252 spacious guest rooms, many air-conditioned. Meeting and banquet rooms accommodate up to 400 persons. Tastefully furnished Executive Cottages right on the grounds. Dining Room, Coffee Shop, Cocktail Lounge, Casino, Shops, Pool, Outdoor Patio for dining and dancing. A wonderful place for a wonderful group meeting!

For information or reservations



call any PAA office or

**INTERCONTINENTAL HOTELS**

New York—Stillwell 6-5858

Miami, Florida—Franklin 1-6661

SAN JUAN INTERCONTINENTAL, San Juan, Puerto Rico  
EMBAJADOR INTERCONTINENTAL, Ciudad Trujillo, D. R.  
JARAGUA INTERCONTINENTAL, Ciudad Trujillo, D. R.  
CURAÇAO INTERCONTINENTAL, Curaçao, N. A.  
VARADERO OASIS, Varadero Beach, Cuba  
HOTEL NACIONAL DE CUBA, Havana, Cuba

REFORMA INTERCONTINENTAL, Mexico City, Mexico  
HOTEL VICTORIA PLAZA, Montevideo, Uruguay  
HOTEL DEL LAGO, Maracaibo, Venezuela  
HOTEL TAMANACO, Caracas, Venezuela  
EL SALVADOR INTERCONTINENTAL, El Salvador, C. A.  
EL PRADO INTERCONTINENTAL, Barranquilla, Colombia

HOTEL TEQUENDAMA, Bogotá, Colombia  
HOTEL GRANDE, Belém, Pará, Brasil  
HOTEL CARRERA, Santiago, Chile  
OPENING SOON:  
EL PONCE INTERCONTINENTAL, Ponce, Puerto Rico  
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	MEETINGS	BANQUETS	DIMENSIONS	FLOOR AREA (Sq. Ft.)
Main Banquet Room	1500	1000	70' x 162'8"	11,387
Banquet Room ¾ open	1125	750	70' x 121'6"	8,505
Banquet Room ½ open	750	500	70' x 81'4"	5,693
			(either half)	
Banquet Room ¼ open	375	250	70' x 40'6"	2,835
Reception Room "A"	158		32' x 37'	1,184 (irregular)
Reception Room "B"	95		23' x 31'	713 (irregular)
Rooms A & B combined	326		32' x 68' (8' x 34')	2,448 (irregular)

#### RESTAURANTS AND BARS

Tropicoro Night Club (Supper Club)  
Cofresi Bar  
El Chico Bar (adjoining Tropicoro)  
Santiamén Coffee Shop  
Pavillon Room

#### CAPACITY

302  
59 at tables—22 at bar  
60 at tables—18 at bar  
155 inside—154 on Patio  
44 at tables

#### POOL & CABANA CLUB

Pool Dimensions—105' x 43' Cabanas Poolside Dining Terrace

#### CASINO

Gaming Casino San Juan (adjoining Tropicoro Night Club)

#### ABOUT PUERTO RICO

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For complete information or reservations

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# how to get more Sales for your Trade Show Dollars

Here are helpful reminders in a checklist form for planning... staffing... handling follow-ups... and evaluating your trade show activities. Another industry service of your Exhibit Producers & Designers Association. It's yours without obligation!



## EXHIBIT PRODUCERS & DESIGNERS ASSOCIATION

511 Fifth Avenue • New York 17, New York

*The Exhibit Producers & Designers Association is the trade association of the exhibit industry. Its members are dedicated to ethical practices and to the development of the exhibit medium.*

### QUICK HINTS

to help you get  
good results in  
the trade show

Trade shows have become one of our most important advertising and sales promotional media. Your participation can result in outstanding contacts and sales.

Show management and members of the Exhibit Producers and Designers Association work for you to get a large selected audience and provide a strong, compelling, attractive way of selling your story.

To assure your success in getting maximum leads and sales from this qualified audience, there are certain things that only you, the exhibitor, can do. We suggest that you read this folder carefully before you proceed with your planning, keep it handy for reference by your exhibit staff. If you want additional copies, write the Exhibit Producers and Designers Association. There is no charge.

### BOOKLET COVERS...

- Space selection
- Product presentation
- Show planning
- Erection
- Shipping
- Literature
- Publicity
- Furniture
- Portfolios
- Services
- Personnel



**marketing**

**through**

**exhibits**

To justify its existence  
exhibit medium must fit buy-  
ing motives, habits, character-  
istics of marketing in industry.

## How Does the Show Fit into Our Economy?

Do trade and industrial shows belong in our economy? Do they really serve a need? Is an industrial show a marginal marketing activity or does it have a vital function in our American system of doing business today?

Industrial expositions as a marketing medium can be justified only if they serve buying motives, fit the buying process and match buying habits of industry.

Let's measure industrial shows against buying motives—why industry buys. Here, for instance, are some major reasons industry buys equipment:

1. To lower production costs (increase productivity.)
2. To increase uniformity of output.
3. To get more jobs done with greater flexibility.
4. To increase salability of its own final product.
5. To add durability to its product.
6. To offer more comfort to employees.

It takes little imagination to see that an exhibit at an industrial show can serve the "why" in the buying process. Each one of these motives can be satisfied through demonstra-

tion at an exhibit. An exhibit is, perhaps, the only medium where all these motives for buying in industry can be met effectively for it is the only one where actual products can be shown in use.

### Buying Habits

There are six distinct buying habits in industry. An industrial show serves these practices and may be said to be of great value simply because it embraces buying habits more completely than other marketing tools and media.

First buying habit is purchase directly from the manufacturer. While a volume of industrial purchases is made through middlemen, most industrial buyers negotiate directly with the producer.

Second buying habit in industry is the large unit purchase.

Third habit is the infrequent purchase. Industrial buyers plan production long in advance and must make large purchases at infrequent intervals. Because purchases are infrequent, as in the case of capital goods, the seller seldom knows when a potential customer is "in the market" for his product. Hence, a special value of an industrial show imme-

diately comes to the fore. The buyer seeks out the seller at a show. The buyer comes to the seller's booth when he is seeking product information in contemplation of a purchase.

Fourth buying habit in industry is that several people must agree before a company makes a purchase. Multiple-buying influence sometimes requires that as many as six people must be "sold" before a sale is made to a company. In almost 99% of industrial purchases, at least two people must agree on a transaction. In about 60% of purchases, at least four people must okay a purchasing decision.

This multiple-buying influence is accommodated readily at an industrial show where all buying influences, singly or in a group, can be "sold."

Long period of negotiation required in industrial purchases is a fifth buying habit. Studies indicate that purchases of less than \$1,000 take 18 days to complete; larger purchases, 99 days. Industrial shows tend to cut this time lag. Availability of complete information, plus advantage of seeing products "in the flesh," speeds decision making.

Normal lag-time between buying interest and final sales makes it incumbent upon exhibitors to keep ac-

curate records of booth visitors. Without good lead data, an exhibitor may never know the true value of his show participation. He may not be able to ascribe show exposure to consummation of a sale months later.

Last buying habit in industry is the request for technical information. This need for technical information is met ideally at an industrial show. It is the rare opportunity a buyer has to talk to the best technical "brains" a seller has. The situation is ready-made at a show for a prospect to cover every facet of his interest in a product or service because the seller's technical as well as sales specialists and top management are available for consultation.

If the value of a buyer's visit to an industrial show is established, now consider the seller.

#### Four Approaches

No matter what marketing techniques or selling tools are at the disposal of the seller, he has four approaches he can make to the industrial buyer. He can:

1. Show new uses for products he offers.
2. Tell how to get better results from his products.
3. Can indicate merits of his products by direct comparison with competing products.
4. Can introduce a new product.

These approaches are basic and unlike most industrial advertising campaigns and sales presentations, they deal directly with the product with no illusion to emotion. They accept the tenet that industrial buying is the most rational.

All four efforts toward getting product information to the buyer dramatically and in the shortest time can be made at the industrial show. Singly or all together, these approaches are desired and expected by show visitors.

#### Characteristics of Market

Now let's examine some characteristics of the industrial market to further justify the "belonging" of the exhibit medium in our economy.

One of the obvious characteristics of the market for industrial goods is geographic concentration. Various cities or sections of the country are centers for production or distribution of particular products. There is a concentration of iron and steel producers in Pittsburgh, meat packers in Chicago, logging companies in the Northwest.

#### Still Important

While concentration of industry has lessened since World War II, still it is a factor. This concentration of an industry in a particular area, however, is still an important factor. It provides a key to success of a particular show in a particular city.

It may be taken as a rule of thumb that resistance toward attending an exposition varies directly with the distance to the site of the show. Generally, closer the show is to potential visitors, more inclined they are to attend. Time being an important element of a busy executive's life, he likes to be away from his office as little as possible during a working day.

A show staged in a city where potential visitors normally are concentrated is a great aid to assuring better attendance and fits a logical pattern. Air travel has increased attendance at distant expositions, but still studies prove that the bulk of attendance at any show is concentrated within 200 miles of the city in which it is staged.

Resistance toward attending distant shows must not be considered an absolute. Visitors from one coast attend shows on the other and major shows enjoy attendance from the 48 states. However, the number of visitors to a show sent by single company—today, especially—often is dictated by the relative time and money that must be expended in going. When a show is staged in the heart of the industrial market it serves, proportion of visitors from each company increases substantially.

This is important to show management because it recognizes the economic facts of life: Exhibitors must reach several people in a prospect's company to make a sale.

Another obvious characteristic of the industrial market is the limited number of buyers as compared to consumer goods. It is this limited number of customers for any given product that makes it possible for an exhibitor at a major show to meet a majority of his prospects at one time at a relatively low cost per "sales call."

Buyers in the industrial market are well informed. This characteristic of the industrial market fits into the exhibit medium that tends to provide technical information for the knowledgeable buyer.

Still another characteristic of the industrial market is the presence of derived demand. (Demand for a product is related to the demand for a final product of which it is a part

or helps to produce.) This derived demand has application at trade shows. For instance, while E. I. du Pont de Nemours & Co., Inc., does not manufacture paint brushes, it can go into a paint industry show to stimulate purchases of nylon brushes—to create a bigger derived demand for its product, nylon. It can demonstrate qualities of nylon for paint brushes dramatically and answer questions of potential buyers of the final product, paint brushes, more effectively than perhaps with any other medium of information.

#### Merchandising Functions

In the merchandising activity of a manufacturer, a trade or industrial show proves its value, too. The company has these five merchandising functions to perform. It must decide:

1. What products to produce.
2. What products to stop producing.
3. What products to change to make them more salable.
4. What quantities to produce.
5. When to produce them.

Each of these five merchandising functions is served by information available at an industrial show. A manufacturer, with direct face-to-face contact with a large segment of his market can determine at an exposition just what his customers and prospects want, what they no longer want, how and when they want it and how much they are interested in buying. In addition to direct contact in the booth, an exhibiting company can have the audience of the entire show surveyed for candid comments, opinions and buying plans.

Needs of industrial buyers are being modified continually. New technology and scientific developments prompt changing demands. Better materials, improved machinery and substitutes for scarce commodities revise buying practices. Few places are these changes in demand noted with more exactness than at an industrial show. Interest of buyers is detected quickly because the seller has an opportunity to observe hundreds or thousands of buyers of his and competitive products.

Measured against every facet of marketing, trade and industrial shows seem to fit more precisely the needs of both buyers and sellers than any other medium. What remains a mystery is why the affinity of the exhibit medium for marketing concepts has not resulted in greater recognition and development in the field of trade and industrial shows. ♦





1930—This swank GM auto "salon" in old Astor Hotel, New York City.



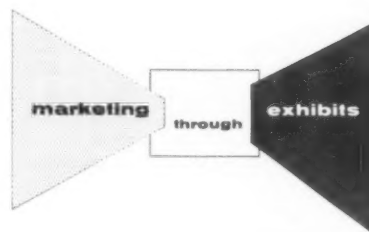
1950—Motorama uses "clover leaf" with five turntables.

## GM's Half Century of Exhibiting

Since auto show of 1908 General Motors has been a foremost exponent of the exhibit medium. Has staged largest single-company shows in the world; is still going strong.

**BY HOWARD E. CRAWFORD**

*Director, Sales Section, Distribution Staff, General Motors Corp.*



General Motors Corp., this year marking its 50th anniversary, has employed the drama of showmanship during most of its half-century history to draw public attention to America's progress and dreams in both transportation and science.

Our company has conducted such eye-stopping public relations activities as the Train of Tomorrow, Powerama, Previews of Progress and the Parade of Progress.

We began participating in auto shows as far back as 1908, our birth year. Divisions of GM have always participated in the National Automobile Show in New York City and in cities throughout the U. S., Canada and Europe.

Special use of showmanship dates back to 1928 when GM began staging a showing of its new car models in the ballroom of the old Astor Hotel in New York concurrent with the National Automobile Show, thus sup-

plementing the GM exhibits at the show.

"GM Salon," as the Astor exhibit was called, was offered annually at the same location until 1932 when it was moved to the Waldorf-Astoria Hotel.

From that year through 1956 except for World War II and Korean conflict periods GM staged several types of Waldorf shows, culminating in the Motoramas.

It is generally understood today that the suffix "ama" is synonymous with "show or spectacular" in American language, and was in a sense as much a GM first as the automatic transmission, panoramic windshield and the "hard-top."

"Ama" suffix was first used by GM for Futurama, our exhibit at the New York World's Fair of 1939. Futurama's "Highways and Horizons" exhibit, designed by Norman Bel Geddes, took a 20-year look into the

future. Reaching 110 feet into the air, it covered two and one-half city blocks.

Futurama's concepts of super highways were surprisingly accurate predictions. Many of the highway developments it envisioned are now realities in the limited access highways and expressways which are rapidly knitting America together.

Futurama played to 23 million people during the 356 days the World's Fair was open in 1939 and 1940.

GM first used the term "Motorama" in 1947 when the name was given to our permanent exhibit in the Chicago Museum of Science and Industry. This first Motorama has proved to be an ever increasingly popular display through the years, drawing 2,250,000 visitors in 1956 and 2,367,000 in 1957. A visitor is greeted by a three-dimensional mural depicting transportation from earliest



LAST MOTORAMA featured 1956 cars. Almost 8 million people have seen Motoramas since first in '53. Motorama for 1959 cars is slated for this October, says reports.

times to now. "Safety Story" exhibit shows films based on today's and tomorrow's highways, car safety and driver reaction. Research exhibits pertain to high compression, jet, gas turbine and free piston engines, solar energy, atomic energy and engines, and atoms in industry and medicine. "Diesel Story" dramatically presents the Diesel engine from the time of its invention to the almost countless uses it is put to today.

The "Motorama" was first applied to a GM automobile show in 1950 when GM staged a "Mid-Century Motorama" at the Waldorf.

In 1953, GM introduced at the Waldorf the first of our traveling Motoramas. These admission-free extravaganzas were something new in American show business. Involving as many as 20 different GM divisions in a single, permanent show, Motorama was nevertheless completely portable. It leaped from city to city with the agility of a pogo stick.

In four years of national tour between 1953 and 1956, Motorama drew over 7.75 million visitors in eight cities. Actual number of show days totaled 175, so average daily motorama attendance was more than 44,000. Greatest single Motorama day was in Los Angeles on Sunday, March 4, 1956, when it entertained 100,553 persons.

Despite stage shows, music, color and pretty girls which distinguished Motoramas, their real stars were the current new GM models and their "dream" and experimental cars which excited the fancy of visitors of every age. Harley J. Earl, GM vice-president in charge of styling, began this GM tradition of building futuristic cars with the "Y-Job" in 1938.

GM now has built a total of 36 of these "dream cars," most of which

have been featured in Motoramas. Firebird I, first gas turbine car built and tested in the U. S., was featured in Motorama of 1954 and its successor, Firebird II, starred in the Motorama of 1956. In both instances, films of the cars in action were a part of the stage show.

Besides automobiles, Motoramas featured the Frigidaire "Kitchens of Tomorrow" and a variety of educational push-button operated exhibits on newest engineering and scientific advances.

### Unique Staging

Designed by GM styling division, Motoramas featured unique methods of staging. Particularly distinctive was a "flying turntable stage" in the 1955 Motorama in which cars were whirled on turntables on metal arms around a giant center post.

At the height of their activities, GM Motoramas required an army of 150 special trucks and vans to transport them throughout the country. These trucks moved on a split-second schedule and were radio-controlled with military precision.

Cities visited by Motorama included New York, Miami, Los Angeles, San Francisco, Dallas, Kansas City, Chicago and Boston. Besides the more than 7.75 million who saw them in person, millions more saw them on nation-wide television programs.

Motorama allowed us to do four things:

1. Exhibit under one roof our new line of automobiles, trucks, household appliances, and products of our parts and engine divisions.

2. Provide a testing ground where the public could view new designs

and mechanical ideas and indicate what it wanted in GM products of the future.

3. Stimulate enthusiasm to buy in the minds of customers.

4. Give GM dealers an added sales tool, plus the chance to keep in close personal contact with key GM executives who came to greet them in each city the show visited.

### Staged in Canada

Equally successful Motoramas were staged in Canada by Canadian GM divisions, using many of the same "dream cars" and exhibits. Individual Motorama show cars also have appeared for several years in Europe at the great automobile shows in Paris and London in addition to auto shows throughout the U. S.

Another "ama" of another kind was the General Motors Powerama, staged for 26 days on the lake-front in Chicago in the late summer of 1955. This exposition, celebrating the production of GM's 100-millionth Diesel horsepower, was a mammoth "World's Fair of Power."

The 23-acre exposition drew 2.25 million visitors. It dramatized with 150 exhibits, many of them operational, the tremendous roles which Diesel and gas turbine power play in America's industrial and transportation life and development.

Operational exhibits at Powerama included an actual sawmill, a cotton gin, an oil rig, and a jet plane. It included the world's largest production dump truck, earth moving equipment of all kinds, a submarine and several boats to tell the Diesel marine story and a giant outdoor stage show of pretty girls, giant machines and even elephants.

Displayed for the first time at Powerama was the General Motors Aerotrain, a new lightweight, low-cost passenger train representing a new concept in rail transportation. GM built two of these experimental trains which could carry 400 passengers at speeds over 100 miles per hour at the request of railroad officials. Trains were later tested on major rail systems throughout the country.

This was the second time GM built an entire train. Its first, Train of Tomorrow, made an 18-month tour of the nation starting in 1947. Nearly six million persons in 182 cities inspected the ultra-modern train, which gave the public a preview of things to come in rail transportation.

Powered by a 2,000 horsepower GM Diesel locomotive, the train consisted of four cars—a day coach, sleep-

er, diner and observation lounge, all equipped with Astra Domes for passenger sightseeing. Many railroads have since adopted the Astra Dome idea for observation cars and dozens of other innovations found on the Train of Tomorrow.

Show business at the local level was the theme of our GM Parade of Progress, a caravan of vehicles which made two long tours throughout the U. S. and Canada before and after World War II, attracting a total of 20 million persons.

Stressing science and the boundless opportunity which is America, first Parade of Progress was on the move from 1936 to 1941. During that time, the show attracted 12.5 million persons in 251 cities.

A new and improved Parade of Progress began its postwar tours in April, 1953. Traveling from town to town in modernistic red and white "Futurliners," the Parade had 27 exhibits and presented a unique 40-minute stage show eight times daily in an Aerodome, a large, fireproof tent-like structure that accommodated 1,250 persons.

Between 1953 and June 28, 1956, Parade of Progress covered 18,950 miles in the U. S. and Canada with a total attendance of more than eight million.

One of the most widely acclaimed of GM's showmanship activities is Previews of Progress, a 45-minute non-commercial stage show presented by a two-man team to demonstrate in non-technical language the vital role of science in industrial progress under America's free economy.

Begun in 1937, Previews was greatly expanded after World War II. Currently GM has eight two-man teams, each traveling with 1,000 pounds of equipment in a station wagon, presenting the show throughout the country. Total attendance since 1946 has now passed 16 million. In addition, 14 Previews units are touring Europe, South Africa, Australia, and New Zealand. Total foreign attendance has now passed three million.

"We seek through Previews to inspire more young people to make science their career and provide the trained talent America must have to keep pace with the promise of the future," President Harlow H. Curdice explains.

"Our demonstrations dramatize the inquiring mind of all scientists which assumes that everything and anything can be improved. Previews hints at the tremendous secrets of power and energy that wait in the world of tomorrow to be unlocked by the young

people of today who become scientists."

Show includes the GM Sunmobile, the car that actually runs on the power of the sun; manufacture of synthetic rubber in 60 seconds; a "cold" stove that fries an egg; plus demonstrations of jet engines, microwaves and gyroscopes that guide modern day missiles.

Previews is presented largely before high school audiences but it is equally available (without charge) for civic and fraternal groups. In true tradition of show business it has been staged under a variety of conditions. It has been performed on the platforms of stake trucks in rural areas and even on the deck of the aircraft carrier U.S.S. Leyte.

Previews has also been staged in a boxing ring at Fort Dix, on the boardwalk of Atlantic City and on the Starlight Roof of Waldorf-Astoria. Audiences have ranged from 100 to crowds of six thousand.

As the emphasis on science in America continues to grow, work of the two-man Previews teams and their graphic demonstrations to excite young people to careers in science grows increasingly important.

GM has continually emphasized that only in developing new scientific talent to prove the research horizons of tomorrow can America's industrial future be made secure. Through Previews of Progress, it is effectively using showmanship to further this objective.

Further attesting its faith in shows as a means of informing people of new products, General Motors for many years has maintained major ex-

hibits in two permanent locations—main floor of General Motors Building in mid-Detroit, and Steel Pier, Atlantic City.

These exhibits usually show current models of GM's car divisions; trucks by GMC Truck and Coach Division and Chevrolet, and Opel and Vauxhall, GM's West German and British cars now on sale on the East and West Coasts and soon in Mid-United States. Also shown are many of GM's home appliances and on occasion, exhibits from the GM Technical Center. Seasonal exhibits include winning cars in Chevrolet's All-American Soap Box Derby, model car winners in the Fisher Body Craftsman's Guild, and new model appliances by Frigidaire.

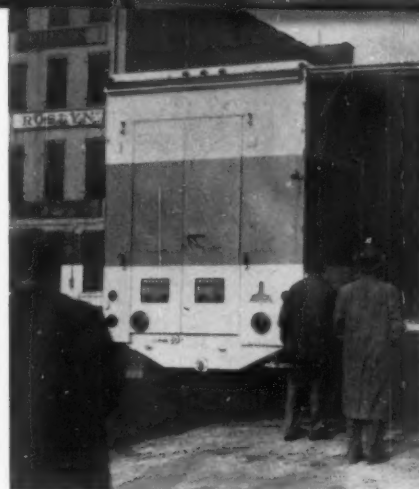
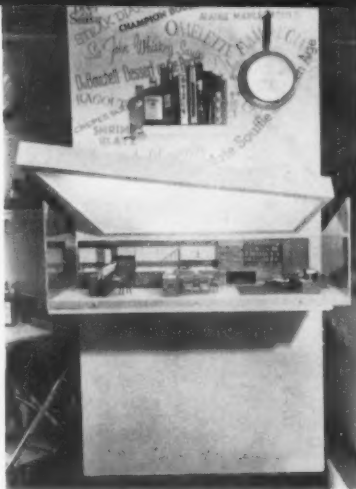
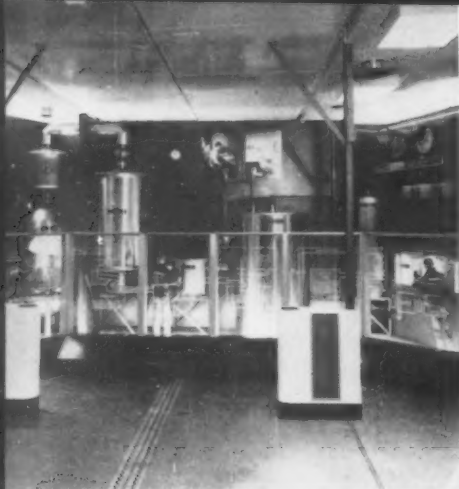
Public interest in these exhibits is tremendous; a record total of 113,852 attended the GM Building exhibit in one week in March, 1953, to see a display of GM's "dream" cars. At Atlantic City, a record crowd of 229,468 turned out one week in August, 1957, for no accountable reason other than it is traditional for residents within a few hundred miles to visit Atlantic City at that time.

GM Building exhibit was begun in March, 1942, with war material on display, switched to peace time exhibits in 1945, and has continued ever since. Exhibit on the Steel Pier was launched in 1926, ran until 1932, was resumed in 1947, and has continued since.

Whether it's a show on the road or at home, General Motors definitely subscribes to the tradition of the theater that "the show must go on." ♦

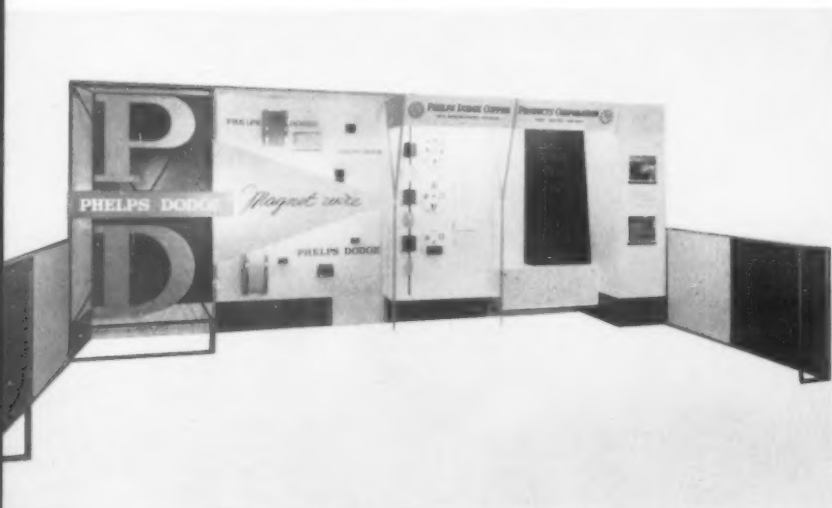


AUTO SHOWS were in existence years before GM was born. This 1901 National Automobile Show, in New York City, is a far cry from today's elaborate shows.



FOCAL POINT of Schenley's traveling exhibit, "Schenley Showcase," was a true-to-scale, operating model of a gin distillery. Exhibits were housed in two trailers which, when placed side by side, formed a room 35 ft. by 35 ft. Scale models of homes were among exhibits.

SIDE FLAPS on each truck turn into ceilings and floor of additional exhibit area. Traveling exhibit, still touring, cost \$130,000.



SIMPLE LINES of Phelps Dodge Copper Corp. exhibit emphasizes company's trademark and products on a relatively low budget. Side rail tubing, PD and company's logo are made of copper. Exhibit color scheme is borrowed from PD's packaging colors. Actual magnet wire laced across the left hand panel forms interesting background and is used to spell out the word "magnet wire." (Designed and built by Merchandise Displays, Inc., Dayton.)

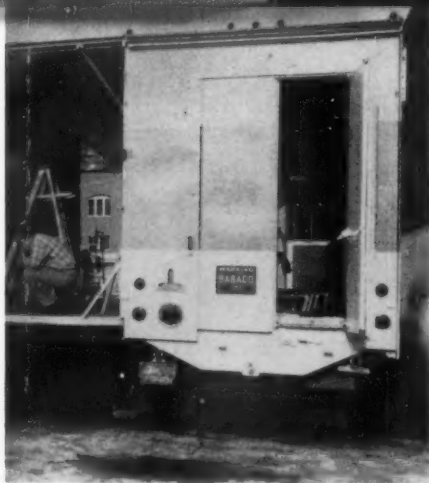
## Exhibit Are Proud

Examples of creativity  
in three dimensions ap-  
plied to marketing prob-  
lems in many industries.

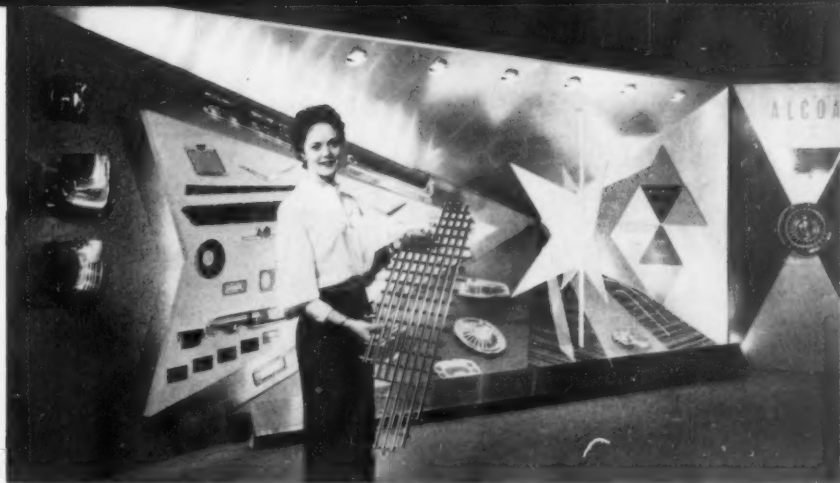


JUMBO MOCK-UP of a General Electric Co. Tri-clad motor is nine times larger than life. Visitors can walk inside the motor to view details of the interior working constructions. Interior details are painted with fluorescent paint which stand out in the darkened room. Built exactly to scale, model is 7 ft. high and about 13 ft. long, and made of wood and masonite. Exhibit and model were designed and built by Harvey G. Stief, Inc., Cleveland.)



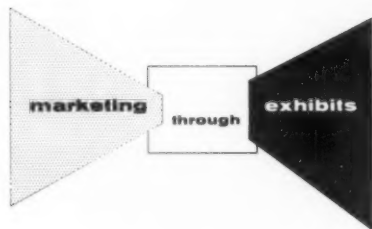


SHOW THEME ties in Schenley products with today's "elegant living." (Exhibits by Dyna-Graphic Displays, New York City.)



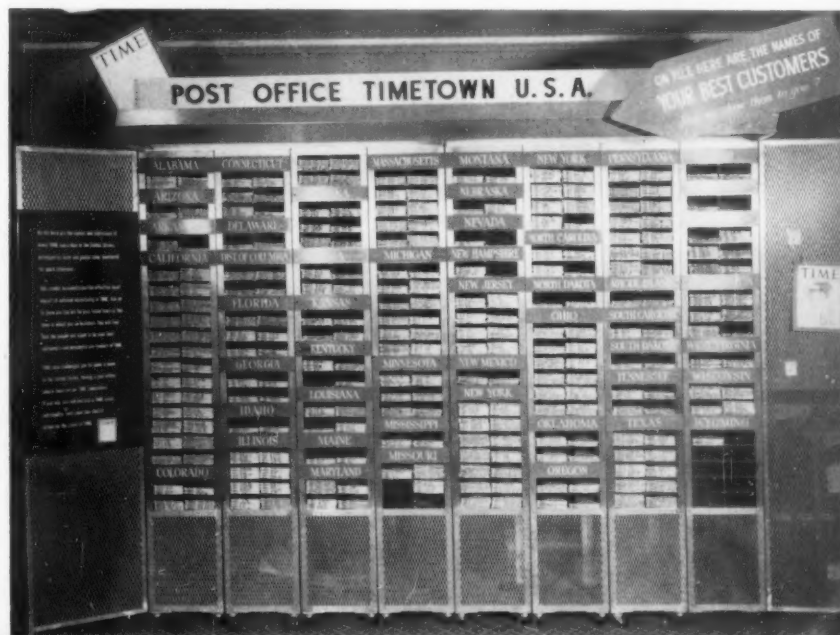
THREE-DIMENSIONAL Aluminum Company of America exhibit at the American Society of Body Engineers convention utilized aluminum for exhibit materials, demonstrating possible finishes. (Designed and built by Gardner, Robinson, Stierheim & Weis, Inc., Pittsburgh.)

## Builders of These



OVERALL DESIGN tied Black, Sivalls & Bryson, Inc. exhibit together while enabling company to show its products in individual settings. Support for the 250-pound valves was built into the back of the display, maintaining open areas and clean lines of the exhibit. Eye-level valves could safely be examined by visitors without interference of massive supports and stands. (Designed and built by Manncraft Exhibitors Service, Inc., Kansas City.)

LIFE EXPECTANCY of an effective exhibit can be limitless. This is latest model of *Time* magazine's "Timetown Post Office" which has been making the rounds of national shows for 11 years. Emphasizing the local impact of national advertising, *Time* offers a silver dollar to any visitor who can name a town in the United States with a postoffice which has no *Time* subscribers. Retailers and local businessmen can check on their home towns to see how many of their fellow townsmen are exposed to *Time* advertising. Names of all *Time* subscribers are broken down by state, city and postal zone for easy checking. New exhibit is built of aluminum checking. New exhibit is aluminum for easier installation and lower shipping rates. (Designed and built by Gardner Displays, Pittsburgh.)



# MISSISSIPPI'S Gulf Coast

has *everything*  
for conventions



**CLIMATE** • 3900 modern rooms in beach hotels and motels • Meeting rooms for 20 to 1500 persons • Exhibition facilities • Banquet rooms with tables for up to 800 • Fishing • Swimming • Sailing • Boating • Golf • Tennis • Water-Skiing • Lighthouses, forts and other historical points . . . 60 minutes from Mobile or New Orleans.

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For complete convention information, just mail the coupon to the Chamber of Commerce of any of the Mississippi cities shown below.

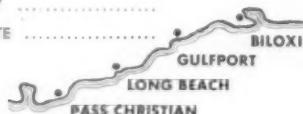
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BUSINESS .....

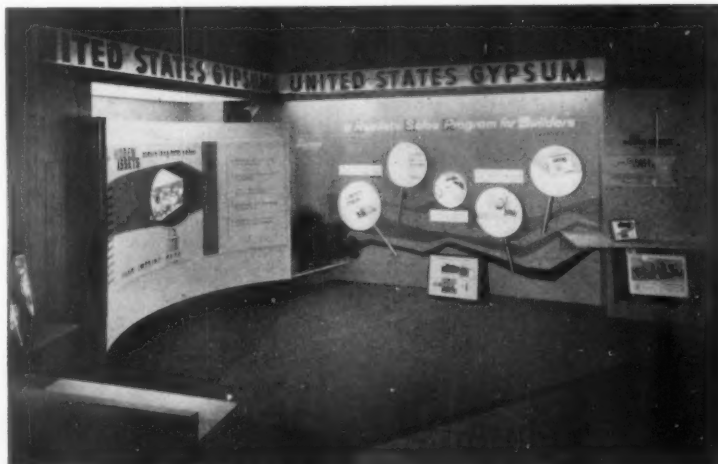
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CITY .....

STATE .....



## Exhibit Builders Are Proud of These continued



**EXHIBIT DESIGN** echoed United States Gypsum Co.'s exhibit theme—"Sell the hidden assets of new homes" and don't rely on balloons, pennants and carnivals. Survey of home buyers revealed that the average home buyer in today's market is more aware of construction features than in previous years. Gypsum proposed a "realistic selling plan" to stimulate a lagging market. Mechanical display revealed "hidden assets" and magnifying glasses in the rear showed Gypsum's five-point selling program. Many of the assets pointed out were not connected with Gypsum products. (Designed and built by 3 Dimensions, Chicago.)



**GLAMOROUS EXHIBIT** makes this 1958 Plymouth "a jewel in a midnight blue sky full of twinkling stars." Rear projection screen in front of the car showed movies of on-rushing planets, accompanied by wierd music. Exhibit was called a "Space-port" and, incidentally, preceded the Sputnik era. Measuring 23 ft. wide, 13 ft. high and 30 ft. long, Space-port had to be constructed so it could be broken down easily for shipping. Real problem says exhibit designer was trying to create an effective display before he knew anything about the car to be exhibited. (Designed and built by Animated Displays Co., East Detroit, Mich.)

(Continued on page 40)

## "THIS YEAR, WE'LL SET UP THE EXHIBIT, OURSELVES"



**Installing an exhibit can be a suprisingly complex affair  
to the "do-it-yourselfer."**

To the experienced displayman, it's all in a day's work. He's got the proper equipment, the specialized know-how to cope with the many problems involved with Trade Show exhibit installation . . . electrical and/or plumbing services, drayage, rigging, telephone, photographing, cleaning, hired labor, dismantling, packing and shipping . . . and other such arrangements that obviously are not "usual business" to the advertiser.

These specialized *at-the-show* services of course are

only a part of GRS&W's overall display and exhibit service. We also offer you expert assistance in planning and designing Trade Show Exhibits, Sales Meeting Properties, Show Rooms and Interiors, Training Aids, Traveling Shows, Dioramas, Merchandisers and Special Presentations.

With such complete services at your command, it really doesn't pay to do-it-yourself. It *does* pay to call GRS&W. Do it today!

**DID YOU KNOW** . . . that GRS&W can arrange, through working agreements with other qualified display houses, to erect and dismantle your display properties in any part of the country.

# GRS & W **exhibits and displays**

GARDNER, ROBINSON, STIERHEIM & WEIS, INC. • 5875 Centre Avenue, Pittsburgh 6, Pennsylvania



How far ahead  
do you plan an exhibit?

Allocate sufficient time  
to integrate  
your exhibits and displays  
as part of your  
marketing program.

This is only one factor  
of what we call  
**INTEGRATED LONG-RANGE  
PROGRAMMING.**

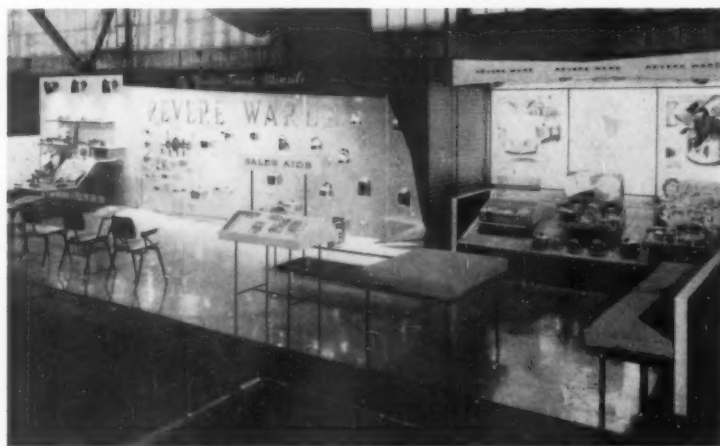
Call us to discuss  
how this show-tested idea  
will help you.



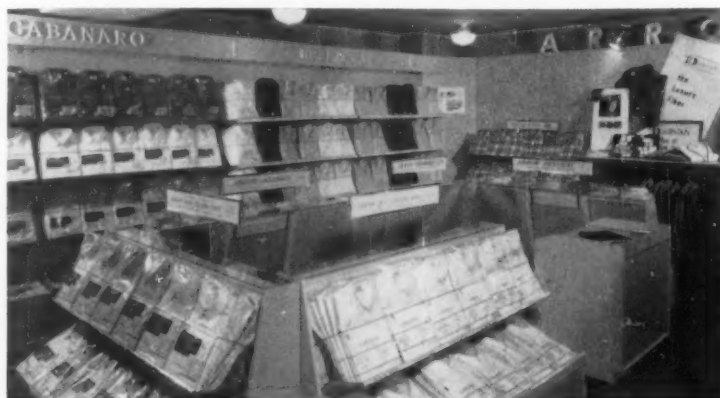
## Exhibit Builders Are Proud of These continued



**ADAPTABLE EXHIBIT** enables American Rayon Institute to tell its product story to different audiences using same basic display. Originally built for one-time showing, exhibit is still making the rounds emphasizing the superiority of rayon vs. nylon by comparative tests. (Designed and built by Gardner, Robinson, Stierheim & Weis, Inc., Pittsburgh.)



**DO-IT-ALL EXHIBIT**, designed for Revere Ware Co., was a showcase for utensils, introduced a new line, stressed company's national advertising, afforded semi-private office space and provided seating and writing facilities without appearing cluttered or interfering with traffic flow. (Designed and built by Gallo Display Co., Cleveland.)



**SHOW 'EM HOW** was motto of Cluett, Peabody & Co.'s "retail store" exhibit featuring self-contained selling fixtures company offers to department stores and other retailers at cost. (Designed and built by W. L. Stensgaard & Associates, Chicago.)



*the Convention  
they'll talk about for years!*

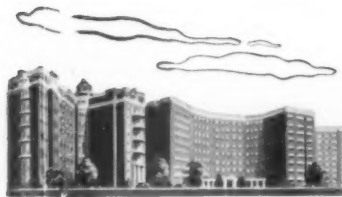


## SHERATON HALL

**Largest ballroom in Washington's largest hotel**

Every detail of the Sheraton-Park Hotel contributes to the one big effect you want . . . a successful, stimulating, result-getting sales meeting or banquet!

Sheraton Hall, the Sheraton-Park's new ballroom, can accommodate 2,000 for dinner or 3,000 for a meeting. The acoustics are perfect, closed circuit TV facilities are available, and there are 16,000 sq. ft. of exhibit space directly below the ballroom connected by an escalator. Seven additional function rooms accommodate from 50 to 400 people.



Between meetings, your members can enjoy all the relaxing pleasures of a resort hotel. The Sheraton-Park's 16 landscaped acres include an outdoor swimming pool, four tennis courts and a private train to take your guests around the grounds. All 1,200 rooms are air conditioned and have radio and TV. Three fine restaurants offer excellent dining at reasonable prices . . . there are also two delightful cocktail lounges for meeting and entertaining your associates. And you and your members are only ten minutes from the heart of the nation's Capital, in downtown Washington.

The Sheraton-Park has years of experience in producing successful conventions. You can count on efficient service and excellent facilities!

Foster H. Gurney, General Manager • Lewis M. Sherer, Jr., Sales Manager • Phone: Columbia 5-2000 • Teletype No. WA-75

**SHERATON-PARK HOTEL**

2650 CONNECTICUT AVENUE, N. W.  
WASHINGTON, D. C.



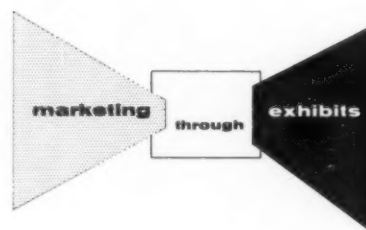
WHEN EXHIBIT is to soften up prospects for closing them tomorrow, you don't make sales today. At National Office Furniture Show

you could almost feel selling activity at Cole Steel Equipment Co. booth because aim was to get orders—not just show line of products.

## How to Close Sales at a Trade Show

16 tips on what it takes to sign more orders at your next trade show. Basically, you have to train booth personnel in demonstration techniques that lead directly into a close.

**BY WILLIAM RADOS**  
Sales Training Consultant



So you are going to exhibit at a trade show!

What will you get for your trouble?

Pleasure of handing out reams of literature and thereby make the printer rich? Or pleasure of collecting a fistful of orders and thereby make your company rich?

Today there's nothing wrong with business that more orders won't cure. All the clamor about recession boils down to the plain fact that not enough sales are being made.

And how do you get sales? By closing prospects.

Many a sample room, booth or exhibit at a trade show operates on the basis of that old Mexican word "manana"—meaning that the exhibition is intended to soften up prospects for a sale in a distant tomorrow. But, if your problem is to get *immediate business* why not make that thought the key objective around which your exhibit is designed and run?

For instance, here are 16 tips for doing just that:

**1. Design for action:** Design the physical layout of your exhibit to stop, hold and close. First rule for stopping people is to *promise a benefit*. For instance, if your product sells to cost-conscious industry, put up a big sign lettered: "Headquarters for latest cost-cutting methods in Zilch industry."

A benefits-sign stops them, helps to

hold them, and paves the way to the desired order. You can go as fancy on this as your budget allows, but plain or fancy, the more dramatically you promise selfish benefits, the more people you stop.

Now take the question of holding them. It's almost standard practice to position a live product demonstration on a table near the aisle. That stops



### Why Bill Rados Wrote This Article

"I attend a lot of trade shows, and I feel that many exhibitors are too heavy on 'show' and not enough on 'close'. Granted, you can't grab a looker and force him to sign, but within the bounds of good taste and convention rules, there are steps exhibitors can take to 'nudge' the looker into buying."

## HOW MUCH DOES IT COST TO STAY OUT OF A SHOW?

When a machine in a manufacturing plant is shut down, it is obvious that there will be a decrease in production. Likewise, when you shut down one of the "machines" in the sales "plant," you will inevitably produce fewer sales.

Take trade show exhibits, for example. It's their function to produce sales, or at least some of the "components" which are essential in building sales. Here are some of the things which exhibitors tell us trade shows do for them:

1. Bring together a *concentrated group of prospects*, enabling them to reach these prospects in far less time and at considerably less expense than by individual sales calls.
2. Provide opportunity to *demonstrate* products to an extent that is rarely possible in a prospect's office—and there is no stronger sales tool than a demonstration, whether the product be new or old.
3. Create new contacts and reinforce old contacts, permitting you to pave the way toward opening up new markets, suggesting new uses for products, obtaining specific leads for salesmen, learning customer reaction to products and services, etc.
4. Strengthen company identity and build company prestige, thus strengthening your product with the powerful but intangible force called "good will."

You need every one of these "components" in order to build sales, and trade show exhibits produce them for you at minimum cost. When you don't exhibit, you cut your "sales production," and that lost production is gone forever—to your more promotion-minded competitors.

### IS YOUR EXHIBIT EFFECTIVE?

What criteria do you use in making decisions about exhibit plans? Our research shows these factors are most frequently considered in estimating effectiveness:

1. Instant identification
2. An overall hard-hitting theme
3. Information about what's new
4. Graphic presentation
5. Effective use of color and light
6. Appropriate use of animation, sound, and audience participation.

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Pittsburgh 13, Pa.

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### SELF-CONTAINED EXHIBIT BUILDS PLANE SALES FOR PIPER AIRCRAFT

In promoting the sale of their new line of private planes, Piper Aircraft Corporation needed a display unit that could be easily erected and dismantled for use in trade shows, and also at airports in all parts of the country.

Gardner Displays developed the self-contained unit pictured above. When open, the display is 8 feet high and 8 feet wide. The center panel consists of colorful translites with overlays mounted out from the back-wall. The plastic header is illuminated from behind.

A triangular-shaped plastic housing mounted on the left wing contains four colored translites of Piper aircraft in simulated flight. Clouds are animated by spinners located behind the housing. Photographs mounted on the right wing are spotlighted by a clamp-on type lighting fixture.

The display is so constructed that no separate packing case is needed. When folded, the center panel becomes the bottom of the case and the two side wings fold over to form the top. Shelves on the side panels are hinged to fold out of the way; their supporting legs are detachable and fit into the storage area.



**GARDNER  
DISPLAYS**

477 Melwood St., Pittsburgh 13, Pa.

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them all right, but in too many instances, after half a dozen prospects crowd around, nobody else can see. So the late comer momentarily pauses, discovers he can't see, and wanders on never to return.

### Raise Demonstrations

Remedy: raise your product demonstration high enough so everyone in the largest possible crowd can witness every detail of your show. Another way to hold them, if facilities permit, is to do what side-show barkers do. Set up the demonstration as a come-on, and arrange to move the audience "on into the tent."

True you'll lose some. But prospects who move into your "private tent" will stay for a complete demonstration and thereby give you an excellent chance at sales.

**2. Staff up to close:** You may bring along the winsome model, the young trainee, the be-spectacled technician, but be sure to include one or more men with the desire and ability to close.

If yours is the kind of set-up that

requires home-office approval on each deal, beware! Buyer enthusiasm cools quickly with lapse of time.

Three suggestions: 1. Have a qualified executive constantly available at the show, or; 2. Have him constantly available by telephone at the home office, or—and this is the best of all; 3. Do as John Pepper, president, Venice Maid Company\*, did at one national show; move executive offices to the convention for the duration of the show.

**3. Exhibit buyer benefits:** When you inspect a product you see the buttons, switches and levers that indicate how to operate the machine. But no product I have ever seen has a liberal assortment of prominent buttons to remind the buyer of benefits he desperately needs and wants. These might be lower cost of production, smaller percentage of rejects, less lead time, greater production per square foot of floor space, and many other benefits—all of which add up to greater profits for the buyer and greater sales appeal to the customer's customer.

\* SALES MEETINGS, Oct. 5, 1956

For instance, when I visited an appliance-TV show, you couldn't help noticing that a new refrigerator "provides 21% more food space." But dealers attending the show were not concerned with space. Their cash registers were empty from lack of customers. Their attention would have been riveted by a sign promising a promotion to deliver 21% more floor traffic.

### Comes With Problems

When any business prospect attends a trade show he has problems. Take the appliance-TV dealer: He's concerned about profit, volume, turnover. Then if those are his problems, why not paper the exhibit walls, floor and ceiling with displays featuring the answer to his P-V-T needs?

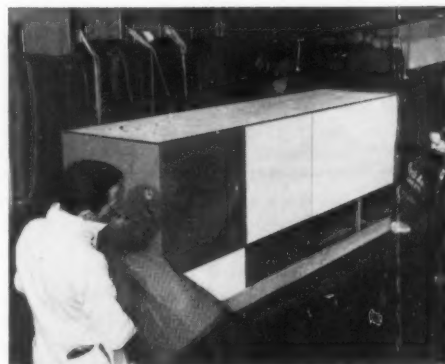
Percy Whiting once said, "Maybe you like roast beef, but if you expect to catch fish you bait your hook with what the fish likes." If you intend to stop, hold and especially close prospects, "bait your exhibit" with buyer benefits.

Make your demonstration a closing tool. One month before the show

## Save time, money! Ship your displays



**LEFT:** RCA-Whirlpool Miracle Kitchen, sent city to city by North American Van, arrives safely, right on schedule.



**RIGHT:** North American movers load van for new Whirlpool show. Careful padding protects items for safe delivery.

"America on the Go"  
Hear Alex Dreier's  
Salutes to Industry—  
Every Sunday Evening,  
6:05 P.M. (EST) NBC-Monitor



**DOOR-TO-DOOR DELIVERY... UNCRATED... HIGH-VALUE PRODUCTS... EXHIBIT DISPLAYS...**



opens, write and rehearse a sales-making demonstration around these pointers:

**4. Start with impact:** Have an attention-getting opening statement that establishes the benefit-theme of your new product.

**5. Couple feature with benefit:** As you present each feature couple it with the pertinent benefit of that feature and tie-it back to the main benefit theme. For instance, if your theme is economy of operation, demonstrate how each of the six product features contributes to economy.

**6. Display proof:** Let your prospects see proof of claims as an integral part of your product demonstration work in competitive comparisons, customer testimonials, laboratory analyses, before-and-after comparisons, quality tests and seal of approval. Since the object of your show budget is sales, don't overlook the sales-making power of proof.

**7. Anticipate objections:** Say, for instance, "And now gentlemen if initial cost is of interest to you, you will

be glad to know that tests show that this product should pay for itself within X months. With its permission, here is the record XYZ Company established with our product during its first two months of operation in its factory."

#### For Demonstrations

**8. Work in pertinent humor:** I attended a show in Atlanta where dozens of competing manufacturers displayed their new lines. The exhibit which drew packed houses was the one where along with the deadly-serious business there was always a good laugh. And not so incidentally, the salesman is one of the industry's top producers. Humor is especially important when you demonstrate to a crowd. When you get a laugh you stand out over the attraction of other exhibitors, you hold your audience, you make them feel great, you attract more prospects. Of course, humor must be pertinent, and preferably should be put over by someone with special aptitude in this direction.

**9. Ask audience to do something:**

Place an order. Sign a register. Feel the soft leather. Turn on the switch. Sample the product. This is the closing step of a demonstration and should be carefully thought out so as to lead as quickly and directly as possible to an order.

**10. Keep points in reserve:** Have reserve ammunition to lead up to a second try at the order. I have watched many interesting product demonstrations that aroused partial interest. Then the speaker comes to the end and indicates the show is over. A Broadway play must have an end, but you pay your money before the curtain goes up. Not so with a trade show. Have reserve sales points so that you can keep on building to a second or third close as long as prospects are willing to watch.

#### Rehearse Strategy

**11. Plan team selling:** When two or more company men are in attendance rehearse team-selling strategy. For instance, when a salesman and a technical man or executive work together, decide in advance who does

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| <input type="checkbox"/> Transferred Personnel | <input type="checkbox"/> International Fairs |

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Company.....

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City..... Zone..... State.....

what in order to move the demonstration towards the order.

**12. Sell both:** When a team of prospects appears, sell both equally hard. Only one may have buying authority, but the other will have influence.

**13. Use literature to sell:** Resort to handouts only when the crowd is so big that you cannot speak personally to each one. But whenever you can work a minute with an individual, take the time to show "this

point of special interest to you in this leaflet"—and pencil-mark it. Get a reaction from him. Many times the fellow who just stopped by for a minute spends half an hour and places an order. And even when he doesn't, you get his name for future follow-up, preferably at the convention. And this leads me to the next experience-proven suggestion:

**14. Follow up immediately:** If you don't sell a good prospect on your first try—and often it can't be done in the pressure—arrange a private ap-

pointment with him for that afternoon, evening or next breakfast. Have him up to your room or some other private place where you can give him individual attention. This technique often creates orders when the show has just opened and your visitor begs off buying on the grounds that he wants to check all the exhibits before he makes a decision.

**15. Prepare for the looker:** The looker is the familiar gent who merely has come to look, but won't or can't—so he says—buy now, but will see you next month back in his office. Such prospects are usually sincere, but I also have seen many such a man place his order at the show when given logical and emotional justification for buying now.

#### Will Up Sales

I don't say you'll sell every man, but I do say that you will up your sales if you try. Even a 5%-10% improvement in sales can amount to substantial business.

**16. Watch your health:** Let somebody else knock himself out setting up the display, chasing convention officials, matching drink for drink with visitors, attending to the 101 necessary details. Your job is to concentrate your best mental and physical power on the all-important problem of persuading prospects to become customers.

In closing, let's repeat the key thought of this piece which is "A Trade Show Exhibit Is for Closing." Whether you display to industry, wholesalers or retailers, make this the key thought around which every dollar, word and action is planned and executed, and you'll sell more otherwise.

Isn't that what you want? ♦

Reprints of "How to Close Sales at a Trade Show" available at 15 cents each from Readers' Service Dept.

#### EXTRA COPIES

While the supply lasts, extra copies of this issue, "Marketing Through Exhibits," are available at 50 cents each. Write: Subscription Dept. Sales Meetings, 1212 Chestnut St., Philadelphia 7, Pa.

**Exhibit  
space still  
available  
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AUGUST 18-21, 1958**

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■ The 7,000 recognized hospitals in the U.S. spend more than \$6 billion annually to provide essential hospital service for 22 million people.

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■ One out of every 50 working people in the U.S. works in a hospital.

■ More than 400 companies are already preparing to grab the lapels of more than 8,000 persons who buy or influence the buying for hospitals at this 1958 convention.

**The 60th Annual Convention of the American Hospital Association provides you with an exclusive selling climate. Write or wire for further information.**

**SALES DEPARTMENT**

**AMERICAN HOSPITAL ASSOCIATION**

**18 East Division Street**

**Chicago 10, Illinois**

## Associations That Improve Exhibit Medium

### Exhibit Producers & Designers Assn.

411 Fifth Ave., New York 17, N. Y.  
Harvey G. Stief, president  
Raymond J. Walter, executive secretary

"EP&DA is composed of prominent companies engaged in designing and/or installing exhibits, displays, models and dioramas, plus allied or kindred trades. Overall purpose is rendering a better service to the exhibitor, show manager and exhibit industry."

### Exhibitors Advisory Council, Inc.

39 Cortlandt St., New York 7, N. Y.  
Mrs. Oenone D. Negley, executive secretary

"EAC is a non-profit, factual-reporting, association, interested in the better use of exhibits as a sales medium and in collecting and disseminating information throughout the exhibit industry."

### Exposition Management Assn., Inc.

1475 Broadway, New York 36, N. Y.  
Eugene P. Connolly, president

"EMA was formed in 1955 and is the only all inclusive organization taking in the management of all types of shows. Project for the coming year is a campaign to show advertising agencies the importance of the trade show."

### Hotel Sales Management Assn.

1325 Boardwalk, Atlantic City, N. J.  
Adrian Phillips, executive vice president

"A 31-year-old international organization devoted to hotel business promotion and the advancement of education efforts to improve sales techniques and procedures—with heavy emphasis in selling and servicing of conventions, groups, functions, exhibits and trade shows. Membership is comprised of sales minded hotel executives."

### International Assn. of Auditorium Managers

Municipal Auditorium, Memphis, Tenn.  
Mrs. Winifred E. Corey, president  
Charles A. McElravy, secretary-treasurer

"Objects of the association are to promote and develop use of auditoriums and arenas along definite lines of entertainment and public advancement; to acquaint managers and public with information pertaining to use of the buildings; to promote use of auditoriums and arenas, and to standardize practices and ethics of management."

### International Assn. of Convention Bureaus

714 Union Central Bldg., Cincinnati 2, Ohio  
Arthur G. Frank, president  
J. S. Turner, secretary-treasurer

"Membership is composed of the principal paid executive of convention bureaus in 60 principal convention cities in U.S. and Canada. Purpose of organization is to promulgate the best practices in civic salesmanship within the bounds of competitive possibility, and to encourage sound convention practices by convention-holding organizations."

### International Assn. of Fairs & Expositions

77 Arbor Road, Winston-Salem, N. C.  
Joseph T. Monsour, president  
Frank H. Kingman, secretary-treasurer

"The IAFE is a trade association representing 2,150 state and county fairs in the United States."

### Medical Exhibitors Association, Inc.

Villanova, Pa.  
D. M. Robertson, president  
Mrs. Helen L. Breining, assistant secretary

"Membership consists of companies that exhibit at technical exhibits sponsored by associations and societies in the medical and allied fields. Purpose is to promote, by friendly cooperation, the interest of our members through securing a more effective display of their wares at professional conventions and to encourage development of convention practices at ethical levels."

### National Assn. of Exhibit Managers, Inc.

7301 Euclid Ave., Cleveland 3, Ohio  
Adrian Potter, president  
Chester L. Wells, secretary-treasurer

"NAEM was formed for the purposes of advancing the arts and sciences pertaining to education through use of exhibits and exhibitions for dissemination of knowledge and information. Group tries to protect and promote the interest of manufacturers and dealers."

### National Assn. of Public Exposition Managers

1718 Jefferson Ave., Toledo, Ohio  
Ralph P. Stoddard, president  
George Yakobian, secretary-treasurer

"Membership is composed of the managing director of a show or exposition. Purpose is to elevate standards for public expositions throughout the country, as well as interchanging ideas for betterment of shows generally."



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BEFORE  
YOU BOOK!

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### ATLANTIC DIVISION:

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The Buckingham, New York  
The Algonquin, Cumberland, Md.  
The Biscayne Terrace, Miami  
The Biscayne Plaza, Miami  
The Holiday Inn, Birmingham, Ala.

### MIDWEST DIVISION:

The Coronado, St. Louis, Mo.  
The Pfister, Milwaukee, Wis.  
The Elms, Excelsior Springs, Mo.  
The Oaks, Excelsior Springs, Mo.  
The Evans, Columbus, Nebraska  
The Lincoln, Lincoln, Nebraska  
The Capital, Lincoln, Nebraska  
The Madison, Norfolk, Nebraska  
The Rome, Omaha, Nebraska  
The Lincoln, Scottsbluff, Nebraska  
The Clinton, Clinton, Iowa  
The Lafayette, Clinton, Iowa  
The Chieftain, Council Bluffs, Iowa  
The Tallcorn, Marshalltown, Iowa

### WESTERN DIVISION:

The Senator, Sacramento, Cal.  
The Green, Pasadena, Cal.



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## Exhibitor's Check List

### Year in Advance

1. Get complete data on show attendance: breakdowns by industries covered, job classifications, geography.
2. Determine potentials of this audience for product or products.
3. Analyze previous experience at this show.
4. Develop objective for exhibiting to show's audience.
5. Set budget to include: booth space, exhibit, special samples and equipment, transportation, installation services, literature, personnel expenses, entertainment.
6. Start file of all data pertaining to show.

### 10 Months in Advance

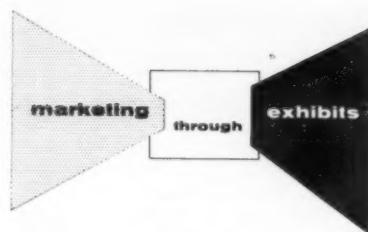
1. Call conference of department heads—sales, advertising, promotion, engineering, publicity—and advertising agency to discuss objective and develop theme.
2. Send in space reservation to show management.
3. Hold preliminary meeting with display designer.
4. Alert plant on special equipment or products necessary for exhibit.
5. If bulky equipment is to be exhibited, check with show management on size of doors, ceiling heights and elevator capacities.

### 6 Months in Advance

1. Make final decision on exhibit sketches from designer.
2. Give plant deadline on equipment or products needed for display.
3. Make hotel reservations for personnel and hospitality suite.
4. Select executives, technicians and sales personnel to man booth and notify them of selection.
5. Notify wholesalers, jobbers and dealers in show area of plans.
6. Advise advertising agency to plan advertising on show participation.
7. Plan literature and samples for show distribution or followup.
8. Plan giveaway or special item of attire for booth personnel to tie in with exhibit theme.

### 4 Months in Advance

1. Check booth construction schedule.



2. Send order forms for exhibit services—electrical outlets, drapes, rugs, furniture, spotlights, water coolers, telephone—to show management.
3. Solicit other exhibitors for possible use of your products or equipment in their exhibit booths.
4. Make final decision on copy to be incorporated in exhibit.
5. Advise advertising agency of booth number for inclusion in business paper advertising.

### 60 Days in Advance

1. Advise salesmen of booth number for personal invitations to customers to attend exhibit.
2. Plan booth manning schedule.
3. Send list of booth personnel to show management for advance registration.
4. Request tickets of admission from show management for distribution to customers and prospects.
5. Advise other exhibitors of delivery plans of your products or equipment for their use.
6. Send advance publicity material to business publications.

### 30 Days in Advance

1. Arrange for shipment of display units, equipment, literature, samples and supplies.
2. Send publicity releases and photographs to business press with notice of press conference (if warranted).
3. Arrange for liability and other insurance coverage.
4. Send invitations and tickets to customers and prospects.
5. Check with exhibit builder on completion of exhibit and make sure he has all equipment and products to be included or shipped with display.
6. Prepare manual for booth personnel to give complete information on booth operation, manning schedule and procedure for handling inquiries and sales.
7. Prepare schedule for operation of hospitality suite.
8. Arrange for receptionist or model from agency.



## 2 Weeks in Advance

1. Set up booth and put all equipment and animation devices through their paces just before it is packed for shipment.
2. Send travel information to booth personnel.
3. Arrange for photographer to take booth pictures at show for publicity and files.
4. Contact business press for special feature coverage.
5. Check on supply of order and inquiry forms, office supplies and emergency tools for shipment to show.

## 1 Week in Advance

1. Call meeting of staff for briefing on show plans and procedures.
2. Check on hotel reservation confirmation.
3. Advise exhibit builder of display disposition following show (ship to another show, store or return to your plant).

## 1 Day in Advance

1. Call meeting in booth for briefing of personnel on equipment and practice of demonstrations.
2. Check operation of all equipment.
3. Meet show manager, storage foreman, show decorator and labor chiefs.
4. See publicity director of show and provide latest releases.
5. Check delivery of booth furniture.
6. Clean, wax and polish equipment.
7. Note where crates are stored to facilitate move-out.
8. Arrange samples and literature for easiest handling during show.
9. Notify home office of booth telephone number.
10. Make list of telephone numbers: hotel, show manager, decorator, photographer, freight handler.
11. Make last-minute revision of booth manning schedule if necessary.

## During Show

1. Each night mail inquiry cards to home office for processing.
2. Check with press room for stories in progress to which you might contribute facts or quotes from your company.
3. Have salesmen make appointments with key customers and prospects.
4. Have canvass made of all competitive exhibits for product and marketing information.
5. Make careful notes of visitor interest and special comments. ♦

# what's new in exhibits?

**U**NIQUE ROLL CALL SYSTEM for national conventions is now in use by Association of Junior Leagues. Hundreds of cities are represented by tiny lights on a 16-foot map of U. S., controlled by individual switches operated by meeting chairman at podium.

**I**N THE "NOW-IT-CAN-BE-TOLD" department is the inside story of missiles and satellites. Martin Company has a dramatic Vanguard exhibit, travelling around the country, portraying the launching, trajectory and orbit of the earth satellite, already viewed by thousands at state fairs, planetariums and public expositions. A duplicate operating cut-away is now permanently placed in the Adler Planetarium in Chicago.

**A**LSO DOING PLENTY of travelling is the unique and elaborate registration set-up used by American Management Association for their famous seminars. Consisting of some 18 separate units, they've already been used at something like 70 different meetings. So well have they served, that a second set was promptly ordered for similar use in the Chicago area.

**A**SINGLE DISPLAY for three separate markets was achieved by Fairchild Aircraft by incorporating a large scale model of the F-27 with changeable interiors for military, commercial and civilian business use. Accompanying slide projector delivers any one of the three sales messages when needed.

**D**ESIGN AND CONSTRUCTION of technical models has grown to the stature of a major operation. Since they are largely in the fields of nuclear power and missilery, it has become necessary to add graduate engineers to the IVEL staff to guide skilled craftsmen through the intricate mazes of "plumbing" and instrumentation involved.

**F**OR FASTER client consultation, IVEL is now represented in Philadelphia, Reading and Wilmington by the three offices of DAILEY SERVICE. Look in the phone book. In Syracuse, call Ralph Wintersteen; in Cleveland, Leon Gordon Miller.

*These are a few of the things which keep us from getting bored at IVEL's big Brooklyn plant. There's never a dull moment here! Whether large or small, try us on your next project.*

## IVEL CONSTRUCTION CORP.

Designers and Builders of Quality Displays

53rd St. & First Ave., Brooklyn 32, New York, HYacinth 2-3730



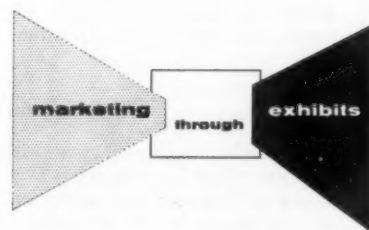
REGIONAL STAFF members man Johns-Manville booth under main office guidance.



CREATIVE SERVICES department is responsible for Monsanto exhibits until opening.

## COMMON DENOMINATOR FOR MOST SUCCESSES:

# Careful Planning



There are probably as many approaches to successful exhibiting as there are exhibitors. Spot check of some leading companies, however, reveals one trait successful exhibitors have in common—all rely heavily on careful planning and preparation.

Responsibility for selecting a show and preparing the exhibit differs in many companies. Monsanto Chemical Co., St. Louis, which participates in some 40 different trade shows, has set up a special Creative Services Dept. to help management select

shows. Department advises Monsanto's manufacturing divisions of scheduled shows that should be of interest to them. Each division operates on an individual budget.

Final decision on whether or not the division will participate in the

**50,000**  
~~40,000~~ **SQUARE FEET**  
**OF AIR-CONDITIONED**  
**EXHIBIT SPACE!**

**ALL ROOMS AND SUITES**  
**AIR-CONDITIONED TOO!**

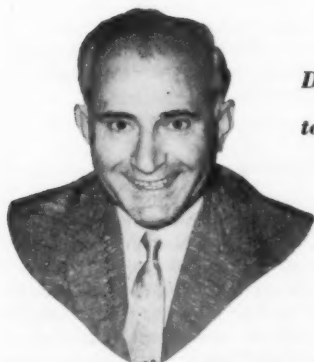
**PUT ALL YOUR**  
**EXHIBITS ON**  
**FLOOR**

The Sherman has added 10,000 square feet to its already large convention exhibit space. The total is now 50,000 square feet . . . all on one floor and all air-conditioned. No time lost racing around town . . . no stair climbing . . . no crowding into elevators. But single-floor convenience isn't all. The Sherman also offers 27 air-conditioned meeting rooms accommodating 10 to 2,000, plus exceptional banquet facilities for functions of any size.

**PUT ALL YOUR**  
**PEOPLE UNDER**

**ROOF**

- 1,501 redecorated rooms, all air-conditioned.
- Radio in every room—TV in many.
- World-famous restaurants: The Porterhouse, offering wonderful steaks—Well of the Sea, seafood flown fresh daily from the principal rivers, lakes, and oceans of the world. And for exceptional food at considerate prices, the smart Celtic Grill and Cocktail Corner are long-time favorites of both Chicagoans and visitors. The Coffee Shop and the Snack Bar provide excellent meals quickly.
- The Sherman is in the heart of Chicago's shopping, theatre, and financial district.
- Drive-right-in convenience—the only hotel in Chicago with on-premise garage facilities. No waiting for busy doormen when you arrive . . . no waiting for delivery when you leave.



*Danny Amico, Vice President and Director of Sales, backed by highly qualified staff, is on hand day and night to attend to all your convention requirements. For help in planning your next convention, phone, wire or write Danny.*

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## Meeting in Detroit



## Why split up your group?

you can house all your people together...  
hold all your exhibits on one floor... at the

## SHERATON-CADILLAC

DETROIT'S LARGEST HOTEL

For a successful convention or sales meeting—hold it at the Sheraton-Cadillac! Gives you all the specialized equipment and services of Detroit's biggest hotel—plus one-floor convenience for your exhibits. With all members housed at hand, group interest stays high—meetings pay off in sales results!

- Grand Ballroom (Detroit's largest hotel ballroom) seats 1,000 for meetings, 800 at banquets.
- 17 function rooms offer accommodations for 10 to 1000 persons.
- 15,000 sq. ft. of exhibit space available—on one floor, assuring a more convenient and impressive show.
- 1,200 attractive guest rooms, all with radio and TV.
- 4 fine restaurants, 3 bars for relaxation and entertaining your associates.
- All guest, public, function rooms, exhibit areas fully air-conditioned.

Detroit's only completely air-conditioned hotel.

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build Convention  
attendance**

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Every Monday and Friday 5 PM

3-Day Cruise — two nights at sea,  
two days and a night in Nassau.  
All outside staterooms, all Meals, **\$54<sup>up</sup>**  
the ship is hotel all the way.

### Round Trip \$39 up

Air-conditioned dining room and cocktail lounge,  
dancing to ship's orchestra and entertainment.

Arrange for your Members to come a few days  
early... or stay later for needed relaxation...  
by sailing overnight to colorful foreign Nassau.

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show and how much it will spend rests with the division. If the division decides to be in the show, CSD takes over. From a prospectus of the show, CSD selects the space and draws up an exhibit budget—subject to division approval. Exhibit construction and installation are handled by CSD. On opening day of the show the exhibit becomes the responsibility of divisional personnel.

### Advice from Regions

Dictaphone Corp. relies heavily upon the advice of their regional office managers when it selects a show. Special "business show approval form" is attached to all invitations to participate in trade shows whether invitations come from show management or from Dictaphone's field offices.

Mimeographed form lists name and date of the show, plus any information Dictaphone has on previous participation and results. Field manager then casts his vote for or against exhibiting at the show. "The manager's recommendation is important since the field office concerned is responsible for manning the exhibit with the most valuable ingredients of trade show participation—salesmen's time," says Harold B. Clark, Dictaphone's sales promotion manager.

Clark must add his recommendation to that of the manager before approval is final. He checks for possible conflicts with other show commitments and for duplication of effort. Sometimes, says Clark, a fair percentage of attendance at an association's local show may be covered by Dictaphone's exhibit at the same association's national meeting.

Dictaphone figures its exhibit budget for each show will roughly equal three times the cost of exhibit space—excluding salesmen's time. Clark reports that booth location has no effect on the success of the exhibits. "The larger the space rented, the better performance obtained—but not in direct proportion to the increase in booth size," he adds.

### Use History

Officials of The Borden Company, New York City, use the "past performance" approach to show selection. They check past attendance of a show to determine the type of people who attend and total attendance. "Many worthwhile shows do not have staggering attendance figures but do draw a solid cross section of the people we want to reach," explains Ron Greiner, Borden's assistant national



manager for publications and displays. Exhibitor lists are checked for competitors. Borden won't enter a show just because a competitor is in it, but will double check any proposed show where a competitor isn't represented.

### Multiple Use

Borden tries to get as much use out of its individual exhibits as possible. Cautions Greiner, "A number of well-built exhibits, used once or twice a year for four or five years will cost less in the long run than one modular exhibit used a number of times for only one year."

Large companies seem to make special efforts to obtain maximum performance from booth personnel. Dictaphone sends out an "alert form" to the local manager whose personnel will man the booth. Mailed a month in advance of the show, form includes a picture of the Dictaphone booth and a list of sales-aid materials to be shipped by the home office. Booth personnel are awarded \$5 for each sale developing from a booth demonstration.

"Highly trained and extremely well informed personnel must be used," says Borden officials. "Visitors always pose many general questions about Borden's more than 800 products which include adhesives, plastics, fertilizers and chemicals as well as food."

### Trains As "Ambassadors"

Cincinnati and Suburban Bell Telephone Co. trains its booth personnel to be "goodwill ambassadors." Says Edwin S. Kinney, general public relations manager, "While our industrial exhibits are manned principally by sales people, their sales activities on such occasions are of minor importance as compared with their success in helping to form a favorable public opinion."

Processing of leads obtained at shows is fairly standardized. Johns-Manville Corp. breaks down leads at a national show into two groups—leads for the host region and leads for outside territories. Local managers are asked to send outside leads directly to districts affected. By bypassing the main office, leads can be followed up more quickly, say JM officials.

Borden tries to register all visitors to its booth even when exhibit features consumer items. Follow up letters are sent to the list compiled, thanking each individual for visiting the booth. "These letters, which often

## "The Very Best in Exhibit Facilities"

Forgive our immodesty, but this is no idle boast. In our first year of operation, sixty progressive and forward-looking trade shows and conventions, used our excellent facilities. Because of the resultant demand for additional bookings, we are now in the process of planning substantial expansion. If you too, are interested in greater acceptance and enthusiastic reception for your show, call or write us. There's no obligation!

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- Nearly 5,000 hotel rooms adjacent
- Center of Show Area
- Telephone in each room—switchboard service

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## BUDGET PROBLEMS?



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**15 BILLION DOLLAR**  
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NOVEMBER 3-7, 1958

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draw flattering replies, are just another courteous way of keeping your brand name before your sales audience," comments one official.

Some companies report using the number and variety of leads obtained as a basis for evaluating a show. Dictaphone divides the number of leads into total costs and comes up with a "cost per lead" which can then be compared with other exhibit results. Company also requires that local managers file evaluations of each show immediately after the exhibit closes. Special form, "Business Show Questionnaire," has space for the manager to fill in name of exhibit, amount of display space, cost of space and accessories, plus estimated attendance at the show. Managers report on the number of visitors to Dictaphone's booth, number of leads and trials and number of actual sales made at the booth. They are asked to evaluate results and to give their recommendations for next year.

Reports Clark, "Completed business show questionnaires are important in our planning. They affect our appropriation planning for the following year since, after a few years accumulation, there is a 'dossier' on virtually every show to be considered. It is possible to eliminate those shows with a record of poor performance and maintain a pre-determined schedule of shows with good history. In this way too, it is possible to arrive at a rough budgetary estimate simply by adding up the booth rental charges—adding 10% for possible increases in the coming year."

### Breaks Down Leads

Johns-Manville breaks down total number of leads into two categories—commodities in which most interest is shown and by job titles of prospects. Company can then see at a glance which commodities have the most appeal for different trade show visitors. Results, say JM officials, help them to decide on what products they exhibit at each show.

All companies queried are sold on the value of trade show exhibiting. Says Ron Greiner of the Borden Co., "A good exhibit program can be an extremely valuable sales promotional asset to the company. Value of exhibiting can stand on its own two feet if it is thought of in its rightful place—sales promotion."

"A trade show is the most economical way to reach customers, since they pay their own way to visit us," adds J. Spencer Brown, advertising manager, The Borden Chemical Co. ♦

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## DO'S and DONT'S for CHICAGO EXHIBITORS

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**DON'T** leave this vital job to just anybody, hire a professional display Cartage Company that has the experience and know-how you need.

**DO** schedule your showings in other cities at the earliest possible date.

**DON'T** ship your displays to and from your home office for each exhibition—use a reliable storage service between shows.

**DO** warehouse your display with Kay Exposition Drayage Company and get all these extras—

### • YOUR DISPLAY LOADED AND HAULED TO OUR WAREHOUSE

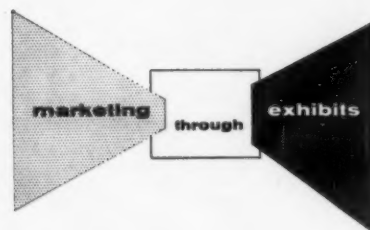
• **FREE** storage in our warehouse for thirty days.

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**DON'T** pay any more than this low price.

**DO** call KAY EXPOSITION DRAYAGE CO. at KEnwood 8-5800 for FAST, DEPENDABLE DISPLAY HANDLING, CONVENIENT PICK-UP AND DELIVERY TO AND FROM YOUR CARRIER PLUS 30 DAYS STORAGE — ALL FOR ONE LOW PRICE.

Dozen years of experience with exhibit and show studies provide this roundup...



## Guide to Research At Trade Shows

BY JOHN T. FOSDICK • Research Editor

First formal research of record at a trade show or exposition was conducted in February, 1946, as far as we can determine. Thus we have reached the 12th anniversary of this marketing tool. It is the purpose of this article to review types of studies that can be conducted at a show, as a handy reference guide for both show management and exhibitors.

Most common form of trade show research is the opinion survey based upon personal interviews with a representative sample of visitors. Depending upon the duration of the show and total attendance a sample of 100 or more visitors usually is interviewed each day of the show. This produces an average of 500 personal interviews, usually averaging eight to 10 minutes in length, although I have had experience with studies where more than 2,000 visitors were interviewed, and where, under special circumstances, depth interviews up to 45 minutes in length were completed.

Techniques of sampling, based upon analysis of traffic movement, have been developed so that it is possible to guarantee that the sample interviewed will not deviate in characteristics from total attendance by more than two percentage points on such matters as title, type of business, place of business and other classification features. This allows reliable projections based upon samples which in some cases represent less than 5% of total attendance.

Opinion surveys have been made

to determine a number of different types of information. One of the first studies of record was made by a publisher at the 1946 Exposition of Chemical Industries. This survey was made to determine the magazines received and read by a cross section of show visitors, with additional information on their magazine preferences and their purchasing or specifying power for some two dozen types of chemical equipment or materials. It also enabled the sponsoring publisher to make reliable duplication studies which would not otherwise have been possible due to his inability to obtain circulation lists of other publications necessary for an unbiased analysis. Show attendance, not being linked to a single publication's circulation, offered an unbiased list for such a combination circulation—duplication and reader—preference study.

This type of survey led directly to similar studies by individual companies, who increased the scope of the study to explore copy themes and to determine what product information was desired by prospects for their equipment. It was possible to determine how the sponsoring company ranked in the eyes of its prospects and to further determine what misconceptions the prospect might have with regard to its products. A study of this type by National Carbon Company, Division of Union Carbide Corp., enabled it to find the copy points which needed to be stressed in advertising Karbate process equipment valves, heat exchangers, pipe and fittings to the chemical industries.

Third type of research, and one that has widest use—probably has been done most frequently—is the straight market research study on one



# NOW AT THE SHOREHAM HOTEL...



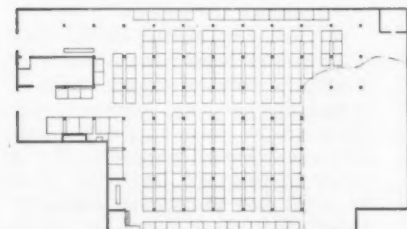
## WASHINGTON'S LARGEST HOTEL EXHIBIT HALL



View of one aisle at a recent trade show indicates spaciousness of the Shoreham's exhibit hall.



One of two private driveway entrances. Trailer trucks can deliver directly to the exhibit hall.



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Another great convention feature at the Shoreham, Washington's most complete convention hotel! Now, in addition to the finest facilities for meetings and banquets, the Shoreham offers you a huge, modern exhibit hall for trade association shows and convention exhibitions of every type:

- 44,000 square feet of exhibit space, entirely on one floor of the hotel, can accommodate up to 250 display booths, 8' x 10'.
- Unlimited floor load and up to 11'8" ceiling height allow you to exhibit large, heavy industrial equipment.
- Two special driveway entrances to exhibit hall. Displays are unloaded right at exhibit hall level and set up quickly . . . no elevators required.
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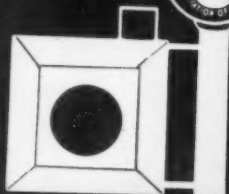
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or more products. This can be a general survey to determine the standing of the sponsoring company's products, with questions to cover their general acceptance, improvements or design changes required, reactions to selling, pricing and service policies, and trends or new products by competition that may change the market position or potential of the sponsor's products. Questions frequently can be quite specific and can develop information on future buying plans of industries or even individual companies. One study, conducted by John T. Fosdick Associates, New York City, actually produced sales leads that resulted in orders many times the cost of the research. In another case a client was saved from switching to a new channel of distribution which would have turned out to present difficulties and which would have resulted in a drastic reduction in total sales.

### Product Potential

Another variation on this type of product-market research is most important, and is one that can and has saved manufacturers many hundreds of thousands of dollars for a cost measured in hundreds. This is the study of the potential for new products. A market study, which shows that a new product will not be acceptable in the form contemplated, or at the price planned, or which uncovers a new competitive product about to hit the market, can save the cost of tooling up and manufacturing an unsatisfactory or inferior product. Design or pricing conditions can be revised before money has been spent for production that can never be recovered. Similarly, a study that shows the market for the proposed new product is much larger than initially suspected can allow for increased facilities for production, so that the manufacturer will not turn goodwill to bad through his inability to fill orders quickly after the product is announced. Oftentimes, it will be discovered that a slight and easily made change in size, capacity, operation or packaging of a product will open up a much larger market than would resulted if the product had been released without the study.

It is true, of course, that all these things could have been learned by other older forms of market studies—by mail or by personal interviews conducted in the offices or plants of suspected and known prospects. But a survey of this type frequently takes 60 to 90 days to complete and costs \$5,000, \$10,000 or more, for a sam-



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ple of a few dozen to a hundred interviews. A study at an industrial show can produce 500 or more interviews for a small fraction of this cost.

Thus, sales forecasting and product evaluation studies at trade shows can be a most important and profitable tool for all manufacturers, regardless of their size or whether they do business nationally or only regionally. Usually, attendance at a so-called national show is 75% from within a 100 mile radius, so that the regional manufacturer can use the study without waste while at the same time, the company that does business nationally can secure 100 or so interviews from distant cities as part of his total sample.

Since men sent to shows from greater distances usually are senior engineers or higher executives, the thinking of these men is most important to the study. In fact, many of these men are so high placed in their companies that they are difficult or costly to reach by the usual plant visitation personal interview.

#### Traffic and Impact

Another natural outgrowth of trade show research has been the traffic and impact study which is used to design more attractive and more effective booths. In "What They Don't Know Hurts You," SALES MEETINGS, July, 1954, is described a study that shows how poor booth layout and display of products and poor design reduced impact and message recall to low levels, while effective exhibit design increased sales impact and benefits of an exhibit by a substantial percentage with *no increased cost in floor space rental, booth construction or design, or manning cost*. It has been continually reported that an expenditure of 2% to 5% of total exhibit budget for research can lead to increasing the effectiveness of the booth by 25% or more, and the principles learned can be used at future shows, reducing this ratio of research cost to total exhibit cost even more.

Newest development in trade show research deals with training and evaluating booth personnel through reliable research techniques. It is a fact that many exhibitors spend large sums to design and build booths, to erect these at shows, and to send in substantial crews of salesmen who then proceed to conduct themselves with minimum efficiency — so that money spent is largely wasted. At least one organization now rates salesmen (booth attendants) on nine criteria developed

jointly by that organization and the Sales Executives Club of New York. ("Booth Personnel Pouring Your Money Down the Drain," SALES MEETINGS, January, 1957.) Salesmen are given a pep talk and manual of rules to observe in their work in the booth, and they are "blind shopped" by trained people who are actually prospective customers for their products. Reports are filed on each man based upon several contacts and the performance of the company compared with others in the same product field. Cases have been reported where the level of salesmanship was increased substantially, and faults were disclosed that could be corrected at future shows. A number of companies have adopted this operation adding a reward or prize for the top salesman based upon the point rating basis.

Today trade shows and expositions represent a significant part of most manufacturers' marketing budget. With rising costs for construction and erection of exhibits and for travel and maintenance of salesmen in the show city, it is most important that attention be given to the problem of manning the booth as well as to design of exhibits which are attractive and informative.

#### Increase in Research

We foresee an important increase in this type of work. It is perhaps significant that the National Business Show, New York City, which picks the outstanding salesman at the show each year for a valuable prize, has discovered that winners for the past two years came from companies that gave all exhibit personnel a rigorous and lengthy training course before allowing them to step into the booth on opening day.

Nothing has been said about use of show research by management of the show itself. This, too, is an increasing trend. With magazines and other media offering elaborate and detailed market studies to show character, interest and buying level of their readers, listeners or viewers, the show manager needs to identify the type of men who attend his show. He has to further describe them by title, purchasing or specifying influence, type of business or industry represented, and frequently to demonstrate the length of time they spend in the exhibit hall and extent of their exposure to all exhibits. An audience reaction and characteristic study is used by many progressive show managers as an added and necessary service for his exhibitors. ♦



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WHEN CUBIC AREA IS USED to the fullest extent, ceiling design becomes important. This exhibit attracted wide attention because of

its interestingly shaped and lit ceiling. Height of 10 to 12 ft. is average but some exhibits reach as high as 30 ft. with two floors.

## British Lead the Way In Use of Cubic Content

While U. S. show managers and exhibitors timidly test use of cubic area of display space, British counterparts move boldly forward. Less restriction on exhibitors and shortage of exhibit space at shows prompt use of cube.

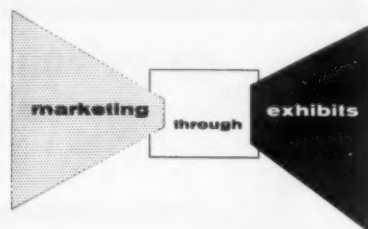
BY KENNETH TRENCH

Exhibitors at trade shows in Great Britain make full use of the cubic space made available to them. Most exhibits at British trade shows reach a height of between 10 and 12 feet, but some are much more impressive. At one recent show—Building Exhibition—about a dozen companies built exhibits which rose to well over 30 feet.

British exhibitions have grown rapidly during recent years, but unfortunately no new large exhibition halls

have been built. Thus, at many trade shows management has insufficient space to accommodate all companies that wish to exhibit. Trend is, generally, for floor space taken by individual exhibitors to be less than at exhibitions held outside the United Kingdom. It is not unusual that full use is made of the void, but valuable, space above the floor.

Major reason Britain is ahead of America in using cubic space is probably that British exhibition organ-



izers have not imposed such severe restrictions on the height of displays as their American cousins. Psychological factor may also be that the British exhibition visitor is more reticent than his transatlantic counterpart, and needs to be sold by good display in the cubic area more than an American trade buyer. Another basic factor is that Britain is a small country and consequently a great many buyers can visit each show. This means that manufacturers in a specialized field have, generally, only one or two shows to enter each year. Thus, they can go all out to build expensive impressive exhibits and really sell their products.

British manufacturers use their exhibit booths to entertain as well as inform their customers, and into most exhibits is incorporated an enclosed reception area where sales-

men can talk quietly to customers over a drink. The general display section of the exhibit is usually placed around this private entertaining area and consequently display material has to reach high to obscure it as much as possible.

### Shortage of Space

Lack of floor space also has caused some designers to build double-decker exhibits, with lounge or office accommodation on the first floor. This method of building—although expensive—does create a really impressive exhibit that is visible from all over the show.

Most British exhibitions are at certain times crammed with visitors, and use of cubic area means that the trade name can be made known to people over a wide area, although many of these people do not actually visit the exhibit.

### "Shell Scheme"

Introduction of "shell schemes" by show managers is another factor that has led to the upward growth of exhibits. (At some trade shows in Great Britain management arranges for the erection of walls and header boards of all booths at the show. Individual exhibitor is only responsible for the display within this shell.) At most of these shows the headers, all of a uniform design, are at a height of 10 feet and are on the edge of the booth facing the aisle.

Attitude of most show managers to large exhibits that use cubic space to the full is that they welcome them. Exhibits that cost up to and above \$30,000 attract visitors to a show, and get big attendances from other European countries besides the U.K. This is the main aim of most British show managements.

From the visitors' point of view, full use of cubic space means that in a short time he can see a wide range of exhibits.

### Design for "Cube"

In the last few years British designers have tended to regard the "cube" as just that, and have based most of their exhibits on a basic square structure formed by metal verticles supporting a light mesh ceiling. Between the verticals are arranged the various items to be displayed.

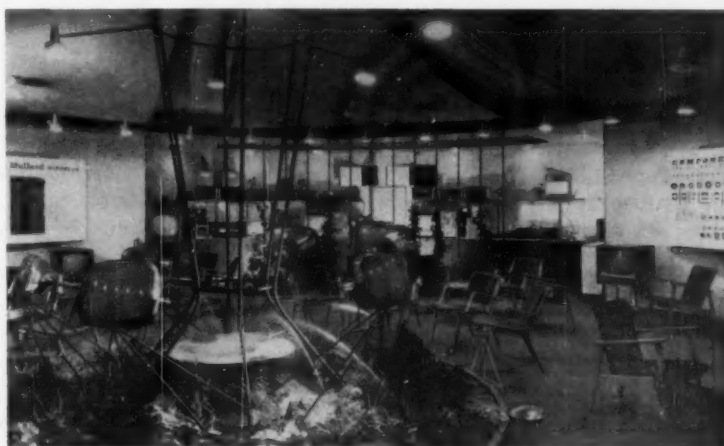
Recently, however, many designers have been progressing from the lightness of the open-plan true cube and are now putting more structure into



THIS EXHIBIT at last year's British Radio Show was divided into two sections—one for public and one for dealers. Bold display treatment at dealer's entrance drew visitors.



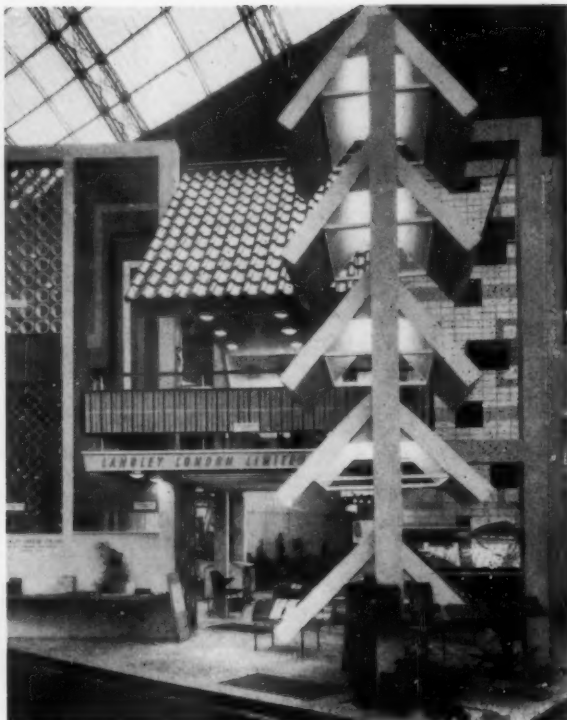
PUBLIC SECTION of Mullard exhibit featured good lighting, raised floor and well displayed transparencies in a neat wall setting. Raised floors are popular with British.



MEETING ROOMS and British equivalent of our hospitality suite are often part of the exhibit area. Here technicians and customers meet for discussion and relaxation.



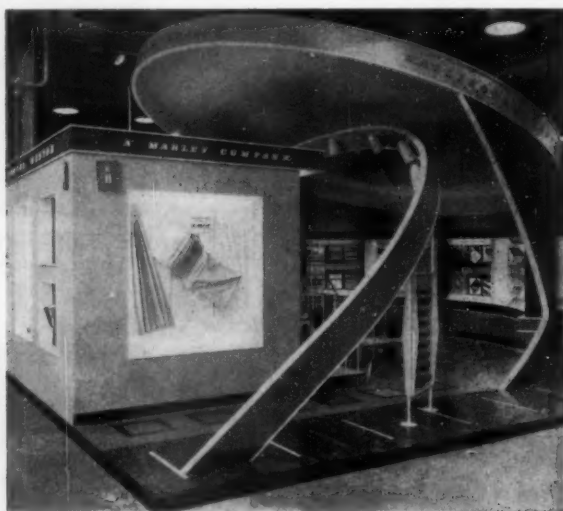
VISITORS GALLERIES at two of London's largest exhibition halls prompt larger exhibitors to build exhibits high enough to be seen in the galleries. This brightly lit and colored exhibit stretched 30 ft. into the air, typical of the British imaginative use of cubic content.



FIRST FLOOR of this 33 ft. giant was an office and reception area. Building and roofing tiles sold by the company were incorporated into exhibit materials. Exhibit lost much of its impressiveness, however, as several around it towered as high as these "pagoda roofs."



MAIN FEATURE of this British exhibit is the corner column, decorated with the exhibitor's products—various types of floor coverings. During the war year, with little but prestige to sell, British exhibitors poured thousands of pounds into extravagant displays.



LATEST TREND among British exhibit builders is an emphasis on curves. This exhibit was created for a technical show. British manufacturers now are more cost conscious. They are looking for economies in exhibit construction without abandoning concept of cubic content.

booths. Curves are being used with a large degree of success.

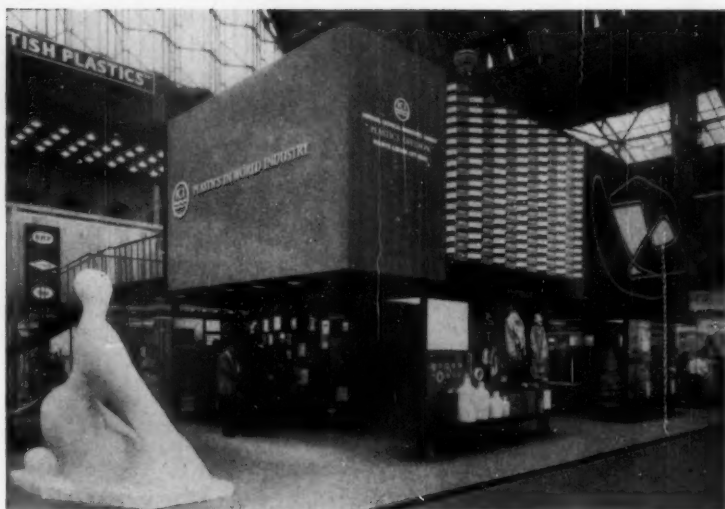
### Extravaganzas

Today British exhibitions are the best in the world. [Ed. Note: Author

is British and writing from London.] In the immediate post-war years British manufacturers had little to sell but prestige. This meant that at most exhibitions in those days, manufacturers produced memorable extravaganzas of exhibits which cost thousands of pounds. Today the pres-

sure of sheer economics has forced many manufacturers to take stock of their exhibition participation and reduce costs. Still they are remembering the importance of good design and in Britain we feel that good design must include full use of the cubic area. ♦





ENCLOSED AREA above this large exhibit at last year's British Plastics Exhibition houses a hospitality suite where customers and prospects are entertained in private.



ONE OF BRITAIN'S smallest exhibitions which, like many other small shows, utilizes a "shell scheme," or integrated displays, where all exhibitors have similar headers. This type of layout is becoming increasingly popular at shows for professional people.



DEMONSTRATION THEATER and office are contained inside this exhibit. Panels veneered in varied color laminated plastics make up three arches spanning the width of exhibit.

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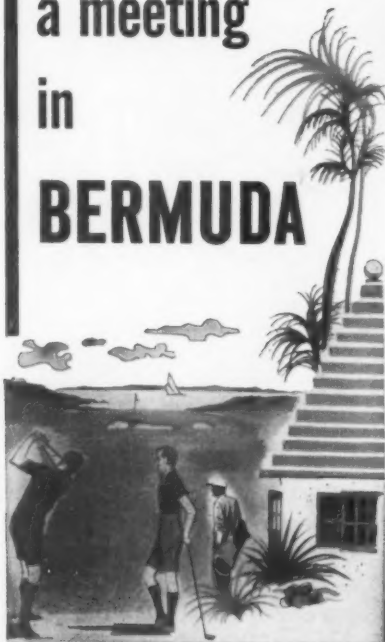
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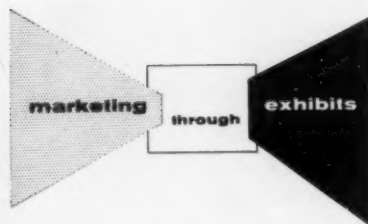
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Rapid change and improvement of exhibits because ...



## New Trend: Integrated Long-Range Programming

BY BELMONT CORN, JR.  
President, The Displayers, Inc.

During the past few years, we have all noticed the rapidly changing and improved appearance in trade show exhibits. What is the reason?

Even though a change is obvious to the casual viewer, the underlying change in philosophy is not so apparent. It is a new development: integrated long-range programming or I.L.P.

Good internal communications in a company give the proper impetus to its exhibit program. Policy outlined by top management is implemented through the coordinated team work of all those concerned with the exhibit, including production, research, and sales departments along with ad-

vertising and sales promotion.

Various work responsibilities are clearly defined — and these are extended at this point to include the advertising agency and exhibit builder. They are important participants on the marketing "team" at the early planning stage, perhaps six months to a year ahead of actual use.

A previously hidden fact now becomes more obvious. To be a valuable part of the "team," today's recognized exhibit builder has studied market analysis and the psychology of human behavior as related to exhibits. He is a qualified authority on exhibit techniques.

To properly apply this useful fund



"He said if I didn't come up with an attention getter this year I was through."



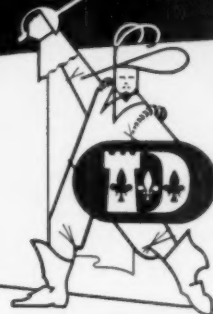
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of knowledge, make certain the exhibit builder member of your "marketing team" has a complete working knowledge of your program and policy. This can never be accomplished on the "catch-as-catch-can" basis of an exhibit designed for one show. It requires time, effort and expense that far transcends the average design fee for any one job. It is a segment of the integration portion of I.L.P.

Thus, the change in exposition display becomes more obvious and spot-lights today's trend. Its direction is clear and its purpose is of great value to you. More and more exhibitors consult with their exhibit builders on an annual long-range programming basis, rather than on the competitive hit-or-miss single show plan. Whether your builder has a written contract with you on an annual basis or operates on a tacit understanding, many benefits emerge. Integrated long-range programming in actual practice has these advantages:

### Seven Benefits

1. Since your exhibit builder knows your problem and policies, much time is saved by elimination of repetitious surface discussion with representatives of three or four exhibit competitors who know little or nothing of your basic policy or program.

2. The exhibit builder may then help in planning your full exhibit program (whether one or 100 shows a year) on the basis of greatest effectiveness at lowest cost per showing.

3. He is an important source of basic information concerning foreign trade fairs and public expositions as well as of those in the United States. Some exhibit builders have both plants and representatives overseas to serve you more efficiently and with greater economy.

4. He can help in the selection of the best space for your particular display because of close association with your program.

5. He can make suggestions for your development of a realistic annual exhibit budget for management presentation.

6. Point-of-purchase displays require different knowledge, experience and techniques. Many recognized exhibit builders also are authorities in the field of point-of-purchase displays. Utilization of such knowledge has been welcomed by many exhibit and display-minded users as a corollary benefit of I.L.P.

7. He will save much time by handling, under your direction, time con-



suming details. This feeling of security will allow you greater freedom of action for the more important phases of managerial activity.

Is there a question that this eliminates competition among exhibit builders and the opportunity to choose from various sketches presented each time you require new material? The opposite is the true fact, for competition is intensified. The change is an annual competition, rather than a show-to-show competition. It is obviously more valuable to an exhibit builder to work on several shows and a continuing program rather than on the possibility of one show now and a further possibility in the future.

As an economically sound business procedure, you are bound to get better results by instituting annual competition. Actually, it is similar to the competition between advertising agencies when soliciting an account on the accepted practice of the long-range program basis. Principle is the same except exhibits are restricted to a more specialized area. Included in such three-dimensional advertising are plant employee programs, stockholder meetings, dealer "open houses," civic celebrations, and itinerant window displays.

#### Questions for Builder

Here is a check list to institute such a competition for the selection of an exhibit builder. Questions might be put to the exhibit builders soliciting your annual exhibit program. First, invite competitors to a common briefing session during which you'd give them a broad outline of the previous year's exhibit history and expenditures as well as literature describing your company's products and services in their various markets. If practical, take them on a plant tour or show them educational films about your company. Then ask them:

1. What is your suggested plan and outline of procedure in undertaking our exhibit program for the next year?
2. What services are you prepared to offer in consultation, design, construction, servicing, storage?
3. Where are your factories and offices located?
4. How long have you been in business? What has been your volume during the last three years?
5. Please submit your last annual financial statement.
6. Please submit case histories of other organizations for whom you have worked on a similar basis.

Answers you will receive will indi-

# Out of the **SLUMP** and over the **HUMP**



There's nothing wrong with the economy that a little salesmanship won't cure. A good Sales Conference will work wonders. Give your men a feeling of importance by meeting at one or several of the **DISTINGUISHED HOTELS**.

*Distinguished Hotels is the cooperative association of 18 independently managed hotels in the nation's 15 important business centers. The service and facilities for conventions and meetings are far superior to ordinary standards... the atmosphere inspires confidence, provides a fresh outlook.*

#### ONE CALL DOES IT ALL!

For complete information about the unique convention and meeting facilities at any Distinguished Hotel, inquire at any of the hotels listed, or: Executive Offices, Distinguished Hotels, 17 East 45th Street, New York 17. Murray Hill 2-4300.

#### DISTINGUISHED HOTELS

## NATIONAL CONVENTION NETWORK

\*Hotel Corporation of America  
in cooperation with Distinguished Hotels

**NEW YORK**  
The Commodore  
Hotel Roosevelt \*

**BOSTON**  
Parker House  
Somerset Hotel \*

**ATLANTIC CITY**  
Chalfonte-Haddon Hall

**PHILADELPHIA**  
Bellevue Stratford

**BALTIMORE**  
Lord Baltimore

**WASHINGTON**  
The Mayflower \*

**PITTSBURGH**  
Carlton House

**CLEVELAND**  
Hotel Cleveland \*

**CHICAGO**  
The Drake  
Edgewater Beach \*

**ST. LOUIS**  
Chase-Park Plaza

**DALLAS**  
The Adolphus

**OKLAHOMA CITY**  
The Skirvin

**SALT LAKE CITY**  
Hotel Utah

**SAN FRANCISCO**  
The Mark Hopkins

**LOS ANGELES**  
The Ambassador



## ideas\* / For More EFFECTIVE DISPLAYS

Photography • 'Stats • Litho

The RCS "Complete Graphic Arts Service" will help you trim your production budget, get more mileage on your art.

We specialize in **GIANT PRINTS**, cutouts, Eraso Prints, **TRANSLITES**, and **PHOTO-MURALS**.

Special Quantity Discounts Now Offered.

Top Quality Guaranteed.

**FREE!**

**CLIP THIS AD.**

Sign and attach to your letterhead for **FREE** copies of 'Stat Tips, How to Use Reprints, 32-page Make Mine King-Size, 32-page Photolog, and Price Lists.



123 NORTH WACKER DRIVE  
CHICAGO 6, ILLINOIS

To paraphrase Webster...  
conventions: (con-ven' shuns)  
a synonym for

## MIAMI BEACH

the City DESIGNED for  
**CONVENTIONS**

More than 34,000 modern air-conditioned hotel rooms... many hotels equipped with convention auditoriums and technical facilities and... for the really big convention the new **MIAMI BEACH EXHIBITION HALL** with a capacity of 15,000 and smaller meeting rooms from 170 to 825 connected with the **MIAMI BEACH AUDITORIUM** with a capacity of 4,300.

Both within minutes of hotels, restaurants, shops and a world of pleasure for those out-of-session hours.

The Miami Beach Convention Bureau spends as much time serving your convention as it does securing it.

For details, write:  
**Thomas F. Smith, Director**  
Miami Beach Convention Bureau  
Municipal Office Building  
Miami Beach 39, Florida

cate the calibre of competition, demonstrating how you may use the exhibit medium to the highest effect and with the greatest efficiency possible.

Improperly applied, any promotional medium is wasted expense and time. Properly applied at a reasonable cost per contact, the value is unchallenged. Since this is as true of your exhibit as of any other promotional material, your exhibit must be designed to be:

1. Psychologically sound in color, space and statement since we follow Frank Lloyd Wright's precept: "Form follows function."

2. Generally, it must be adaptable to the many variations of booth sizes (and obstructions) at different expositions.

3. It should be well "bathed" in light. Use product demonstrations where possible; utilize applied motion properly.

4. It must be portable and as light in weight as possible to keep shipping, installation and maintenance costs down. It must be well engineered and sturdily built, meeting local safety and union regulations.

5. It must be well cased to take abuse while travelling.

That all these points are a guide underscores the fact that today's exhibits no longer represent merely a "pretty picture" adorned with an attractive girl. Focus has swung from the picture and girl to your marketing program and product.

Recent serious studies have been made to show the best use of this three-dimensional sales tool. Unless designed for purely educational or institutional purposes, your exhibit should:

1. Stop the visitor at your exhibit.  
2. Interest him in your products and services.

3. Establish a serious contact for post-show follow-up resulting in a final sale.

Much more than the theme and construction of the exhibit is concerned. Pre-show publicity, post-show follow-up, and overall evaluation three months and six months hence,

are among the important corollary factors you must consider.

Industrial Advertising Research Institute recently completed its pilot study of basic factors in industrial exhibits and how to apply them, entitled "How to get more value from trade show exhibits." Here it states:

"What you put into exhibits makes most of the difference in results. It's content that counts more than anything else in exhibits — as in other advertising media. . . . Memorability of an exhibit is not necessarily directly related to cost, size, location, traffic, product interest, availability of literature, leaving of names by visitors or talking to salesmen. Then it is obvious that optimum development of all factors in proper balance will produce optimum effect."

More has been accomplished in exhibit techniques since 1945 than during the hundreds of years of universal but limited uses prior to that time as a function of the open market or regional fair. It is safe to conclude that application of the I.L.P.—*integrated long-range programming* of exhibits — means better exhibits tomorrow through better planning today. ♦



looking  
FOR A

**LOW COST**  
*Exhibit?*

WRITE FOR INFORMATION ON

**FLEX-*W*-SHO**

Trade Mark

**THE DISPLAY THAT  
OFFERS MORE  
FOR LESS**

**COSTS HALF AS MUCH  
AS CONVENTIONAL DISPLAYS**



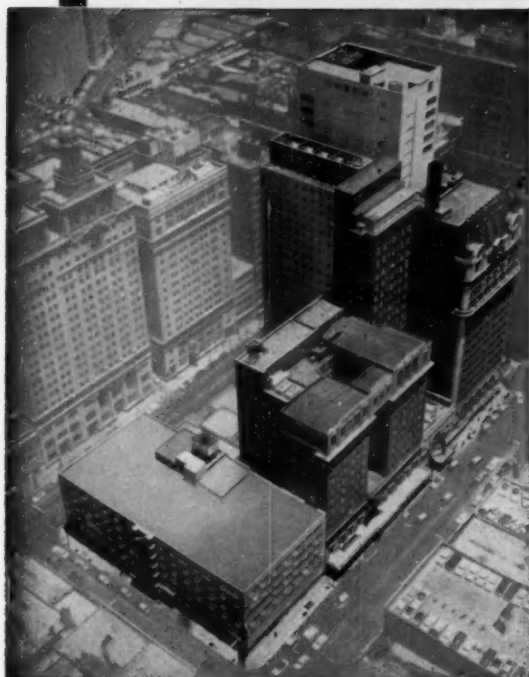
**HARTWIG DISPLAYS**  
1325 N. Van Buren Street  
Milwaukee 2, Wisconsin

## Oravizual easels



Built and sold by the world's only exclusive manufacturer of visual aids for the office and conference room.

Write for free  
24 page Why & How Catalog  
**ORAVISUAL CO., INC.**  
Box 11150, St. Petersburg 33, Fla.



FRED BROWN, Director of Sales  
GEORGE H. SMITH, Sales Manager

Completely Air Conditioned

• Connecting Garage for 600 Cars

• TWX DL 511

• Phone Riverside 7-6411

Outstanding Convention Address in the Southwest

## HOTEL ADOLPHUS

Summary of Convention and Meeting Facilities

ROOM	FLOOR	SEATING	DINING	SIZE SQ. FT.
Grand Ballroom*	Lobby	1,350	1,000	8,030
Regency Room*	Lobby	1,000	800	6,510
Roof Garden	15th	500	400	3,374
Cactus Room	21st	300	200	2,640
Danish Room	15th	200	175	1,500
North Room	15th	100	80	900
French Room	Lobby	175	135	2,000
Press Room	7th	150	120	2,100
Directors Room	7th	45	30	700
Parlor A	Mezzanine	150	135	1,290
Parlor B	Mezzanine	40	30	378
Parlor C	Mezzanine	50	40	627
Parlor D	Mezzanine	110	90	957
Parlor E	Mezzanine	25	20	288
Parlor F	Mezzanine	30	25	385
Parlor G	Mezzanine	75	65	682

\*Connecting

Auto Lift: Via Ramp. Blackboards: Portable. Lecterns: Table and Standing types. Complete range of sound and projection equipment, including public address systems.

## HOTEL ADOLPHUS

H. H. "ANDY" ANDERSON, Managing Director

Dallas 1, Texas



## Planning a Convention or Sales Meeting in WASHINGTON, D.C. ?

**D.C. Transit offers expert assistance in planning  
your recreation and transportation program!**

... Be sure to include D.C. Transit:

### SIGHTSEEING TOURS ★ LIMOUSINE SERVICE ★ MODERN MOTOR COACH SERVICE

● The widest choice of scheduled sightseeing tours of Washington, D. C., Maryland, Virginia ... including many exclusive sightseeing innovations.

● The largest fleet in Washington, D. C. of ultra-

modern, air-conditioned Cadillac limousines with uniformed chauffeurs.

● New, low-rate modern motor coach charter service with expert drivers.



For information, literature and reservations, phone **Federal 3-5200**  
or write or wire ... **D.C. Transit System, Inc.**

A complete transit fleet serving the nation's capital.

3600 "M" Street, N.W., Washington 7, D. C.

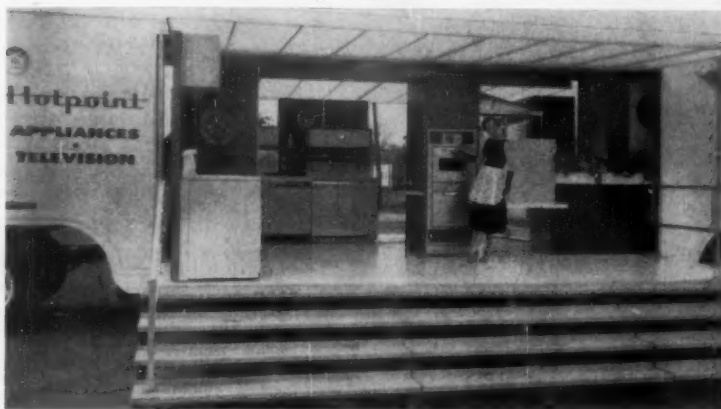


**SARANAC INN**  
 ... OFFERS 3300 WOODLAND ADIRONDACK ACRES ON UPPER SARANAC LAKE, NEW YORK ... FABULOUS FISHING, ALL WATER SPORTS, CHAMPIONSHIP GOLF COURSE ... EXCELLENT ACCOMMODATIONS, SPACIOUS MEETING SPACE ... FAMED CUISINE. FOR OUR COMPLETE CONVENTION STORY PLEASE WRITE JOHN CLIFFORD, MANAGER, SARANAC INN, 2 W. 55TH ST., NEW YORK CITY. SEASON: LATE MAY THRU SEPTEMBER.

## HOTPOINT ▼ For Consumers



THIS IS 1951 mobile exhibit. In its first year it went 10,000 miles.



TODAY Hotpoint has three trailers with "dream kitchens" on the road.

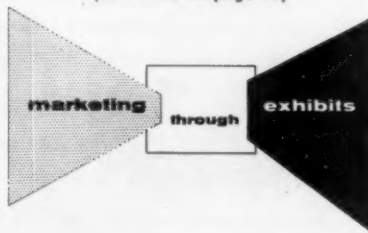
## "Why" and "How" of

BY H. E. KENDLE

Manager, Displays & Exhibits, Hotpoint Co.

Traveling more than 50,000 miles a year, exhibiting day and night and playing to an estimated 1,029,000 people, the Hotpoint trailer program has been an integral part of our merchandising function for the past seven years. In 1951 when the program was first effected one trailer exhibited at 103 dealerships to about 100,000 people and traveled 10,000 miles. Today Hotpoint has three trailers. In 1957 they exhibited at 521 dealerships, traveled 62,000 miles with a total attendance of 1,029,021 people.

This means that the program increased by two additional trailers, has increased attendance 10 times. Dis-  
 (continued on page 76)

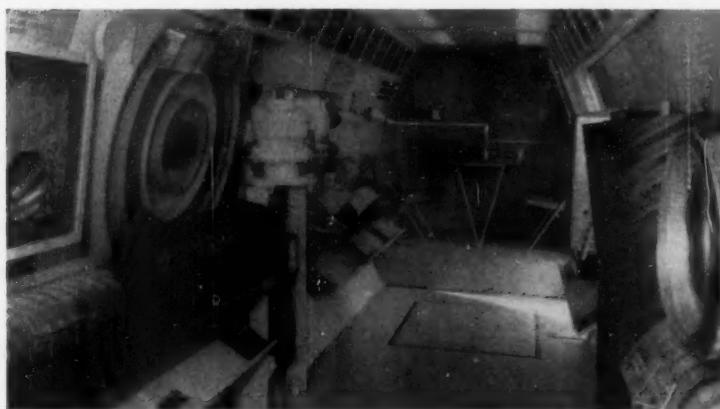




## ARMCO STEEL ▼ For Industry



SINCE late 1955 this trailer has visited 30,000 customers and prospects.



INSIDE Steelmobile visitors see construction products and applications.

## Exhibits on Wheels

BY C. HARVEY CHASE

For the past year and a half, motorists from coast to coast have been doing double-takes as they glimpse a big, shiny, corrugated metal pipe gliding serenely down the road.

Nothing quite like the Armco Steelmobile has been seen on American highways before.

Brainchild of Market Development Division, Armco Steel Corp., Steelmobile is a mobile display of the steel construction products of subsidiary company—Armco Drainage & Metal Products, Inc., Middletown, Ohio.

In the past 18 months the interest-sparking exhibit has brought these products to the very doorsteps of more than 30,000 carefully chosen Armco Drainage customers and prospects. The mountain cheerfully went to Mohammed and Mohammed liked it.

Concept of Steelmobile was born in late 1955. Management of Armco Drainage and marketing experts of the parent company put their heads together to hunt for a new method of displaying their wares to their spe-

(continued on next page)

# 5

## INCOMPARABLE CONVENTION AND SHOW CENTERS IN THE SOUTH

- ★ Central Locations
- ★ Flexible meeting space
- ★ Heavy duty facilities
- ★ Visual and acoustical devices
- ★ Excellent banquet facilities
- ★ Guest rooms—modern decor. TV
- ★ Hotels 100% air-conditioned
- ★ Ample garage facilities
- ★ Superb restaurants



### DINKLER PLAZA

ATLANTA, GA.

Meetings • 25 to 2000  
Banquets • to 1500  
Guest Rooms • 600



### DINKLER—TUTWILER

BIRMINGHAM, ALA.

Meetings • 25 to 1800  
Banquets • to 1300  
Guest Rooms • 450



### DINKLER—JEFFERSON DAVIS

MONTGOMERY, ALA.

Meetings • 15 to 350  
Banquets • to 275  
Guest Rooms • 250



### DINKLER—ANDREW JACKSON

NASHVILLE, TENN.

Meetings • 40 to 400  
Banquets • to 350  
Guest Rooms • 400



### ST. CHARLES

NEW ORLEANS, LA.

Meetings • 12 to 900  
Banquets • to 700  
Guest Rooms • 500

WRITE SALES MANAGER  
AT THE HOTEL OF YOUR CHOICE  
FOR COMPLETE CONVENTION BROCHURE.  
**DINKLER HOTELS**  
CARLING DINKLER, SR., President  
CARLING DINKLER, JR., Exec. V. P. & Gen. Mgr.

cial market, a market difficult to reach.

Armco's steel construction products usually are purchased by contractors, municipal and highway engineers, and maintenance superintendents. They're located in every city, town and village in the U. S., and the company has 55 fabricating plants to serve them.

But Armco Drainage had found it difficult to keep customers and prospects up-to-date on its expanding line of products. Many of them do not attend the big conventions at which the company has been exhibiting for

years. Advertising in business publications reaches them, of course, but usually pin-points only one product.

Armco was aiming at intensively promoting its entire line of construction products to the municipal and highway markets as a vast new wave of construction was about to begin.

From lengthy conferences came the decision to put a traveling exhibit on the road. But it was not to be an ordinary one. The conventional bus or trailer was ruled out. Armco wanted an attention getter.

It got one in the Steelmobile. Nine

months of planning and coach work by the Gerstenslager Co., Wooster, Ohio, produced a unique trailer made up as a giant corrugated metal sewer or culvert such as Armco Drainage manufactures throughout the U. S.

Brilliant panels of stainless steel were formed into an elliptical tube 35-feet long, 8-feet wide, and 12-feet high. Outside trim and lettering were porcelain enamel on Armco enameling iron. Bright yellow rub rail and rear bumper were made from Armco Flex-Beam highway guardrail. Structure was placed on a basic trailer chassis.

Nine months and \$70,000 later, the Steelmobile was launched from its home base at Middletown, Ohio, with a day-long press preview. Miss Ohio of 1956 cracked a bottle of champagne across the bow and the mobile show set off on its shakedown cruise. It has been going strong ever since.

Inside, 14 individual displays designed and built by Product Presentation, Inc., Cincinnati, show off the company's most important construction products. All have color transparencies showing the products installed and in use. One display features constantly flowing water to demonstrate Armco's new Smooth-



## Make your meeting place The Château Frontenac

Get more done, have more fun in colorful Québec—a convention site that's stimulating, yet restful. And make your meeting place the Château Frontenac, Canadian Pacific's luxury hotel that towers over quaint Québec and the scenic St. Lawrence.

At the magnificent Château Frontenac, you'll find every facility to make your convention a success, whether you number 25 or 700. And every hour of your stay will be made more pleasant by the truly smooth and efficient Canadian Pacific service.

You'll have more time to explore the many delights this old French fortress city offers: to ride in a horse-drawn calèche, visit famous churches and shrines, shop... or if you prefer, golf on picture-book courses. When you leave, you'll wish your stay could have been longer.

**Canadian Pacific**

For information and reservations write to: Convention Traffic Dept., Canadian Pacific Railway Co., Windsor Station, Montreal, or manager, Château Frontenac, Québec City.

### Convention features:

- 723 rooms
- Meeting rooms of all sizes
- Luxurious private banquet halls
- Portable public address system
- 16 and 35 mm. sound projectors, trained operators
- Individual exhibition rooms
- Cocktail lounges, ballrooms, terrace cafe
- Sight-seeing trips conveniently arranged
- Sports every season of the year
- Just overnight from many U. S. cities

## A PRIVATE, LITTLE ISLAND OF YOUR OWN For Your Next Meeting

More and more business executive heads are finding that "getting away from it all" by themselves in the *right* place to crack a "tough nut" or map out a company program is the soundest sort of business investment.

It would be difficult to find a "righter" place than Cat Cay out-of-season. The fact that Cat Cay is an island, its proximity to Miami (only thirty minutes by air), the absence of intra-island telephones, making almost impossible the interruptions and distractions which are the bane of so many conference sites, and the facilities for taking care of groups up to seventy-five, make Cat Cay little short of perfect for business meetings.

Work mornings, play the rest of the day, "sleep like a log" at night and return to the office rested and refreshed with your business problems licked.

Write: MANAGER, CAT KAY

P. O. BOX 1191  
MIAMI, FLORIDA  
*Cat Key Club.  
Cat Cay, Bahamas*

Flo sewer pipe. There are plenty of racks for product literature and other handouts.

An air-conditioning unit cools the customer in summer and a special heating system keeps him warm in the chilly months. Conference area in front of Steelmobil provides comfortable chairs for him and background music from a built-in hi-fi system soothes his ear. Sales talk he hears from his Armco hosts can be backed up with movies or slides shown on a built-in projection system.

While Steelmobil was being built, Armco Drainage management and Armco market development men assigned to the project worked out a detailed plan of how to get the most for Armco's Steelmobil money. An inch-thick "Manual of Operation" was prepared, with step-by-step instructions on how to publicize and schedule Steelmobil's stops across the nation and how to get the customer and prospect to come have a look.

While it is in his state, Steelmobil is under the wing of the state sales manager. He knows just when it will be at his disposal, for the itinerary is worked out for months in advance. Advance planning for the site of each showing and lining up visitors is his responsibility. He also provides the

driver with marked maps to show preferable routes and may assign a salesman to stay with Steelmobil while it's in his state.

To prepare for its coming, he has pre-written news releases for papers in towns in which it will stop. He has printed invitations which his salesmen can personalize with names of their guests and then follow up with a visit or a phone call.

A year and a half of constant touring has worked the Steelmobil operation down to a fine science.

No longer is more than one show-

ing per day scheduled. RSVP cards attached to invitations proved unnecessary so they're no longer used. Smaller groups are being invited, to allow salesmen to concentrate on their most likely prospects. It's often difficult for contractors to make daytime visits, so special showings for them are now sometimes scheduled at night.

Too much advance publicity, oddly enough, created a problem. The general public then wanted a peek, too, jamming up operations and slowing the schedule. Now publicity is limited, whenever possible, to the day



**LOOKING  
FOR A NEW  
CONVENTION  
IDEA  
A GAY  
COLORFUL  
HAWAIIAN PARTY  
IS THE ANSWER**

Make "Aloha Night" the outstanding party of the year—lush hawaiian flowers—exquisite aloha shirts—lovely hula girls and native musicians. Send for free information on how to run a Hawaiian Party at your next convention. Our Hawaiian Service Division can supply you with everything you need anywhere in the U.S. or Canada.

**ORCHIDS OF HAWAII, INC.**  
National Sales Office:  
305 SEVENTH AVENUE • NEW YORK 1, N. Y.  
Dept. SM • Telephone ORegon 5-6500

MAY 2, 1958



## THE EYES HAVE IT!

**2,540,967 Pairs In 1957 viewed displays at  
America's Largest Meeting Place!**

For 16 days each October in Dallas, more than 2½ million Southwesterners visit the great State Fair of Texas. It is America's largest annual exposition and exhibits are the big reason for it all.

Mostly a family crowd, this State Fair audience window shops for everything from cars to television sets, food products to construction machinery. It is a receptive audience in a happy frame of mind—having fun and making plans together.

The Fair stimulates the desire for new products and prompts the comparison of old ones. Here, the family sees what it wants, discusses it, and makes the decision to buy.

If exhibits are good for your product, the State Fair of Texas is good for you. More than 330,000 square feet of exhibit space in six modern buildings (two of them air-conditioned) are at your disposal. For further details write Sales Department, State Fair of Texas, Box 7755, Dallas 26, Texas.



**STATE FAIR OF TEXAS • OCT. 4-19, 1958**



## "HAVE SALES WILL TRAVEL"

... will be the happy theme of your dealers or salesmen when you place your travel sales incentive program in the hands of Lee Kirkland Travel... over 20 years experience and service to leading industries and organizations assures perfection of every detail

**SPECIALISTS  
IN  
TRAVEL SALES  
INCENTIVES**

**LEE KIRKLAND  
TRAVEL**

Executive Offices  
1229 Baltimore  
Kansas City, Mo.

Sales Office  
30 North La Salle  
Chicago, Illinois



YOU'LL GET  
**GREATER ATTENDANCE**  
AT FLORIDA'S  
**GREAT CONVENTION CITY**  
**DAYTONA  
BEACH**

- ★ Convention Planning "Know How."
- ★ Tropical Resort Relaxation.
- ★ Hotels and Apartments for 40,000.
- ★ Meeting Rooms for 50 to 1000.
- ★ Air-conditioned Auditorium Seating 2,500... With Exhibit Space.

**DAYTONA BEACH RECREATIONAL AREA**  
ORMOND BEACH - HOLLY HILL  
SOUTH DAYTONA - PORT ORANGE

— WRITE —  
CONVENTION BUREAU  
CHAMBER OF COMMERCE  
DAYTONA BEACH, FLORIDA

the show is actually in town.

Once Steelmobil moves out of his bailiwick, each state sales manager files a detailed report with Armco Drainage headquarters. He lists all visitors and their titles and makes his own comments on how things went.

After 388 showings, the company has found the most common comment to be: "Excellent results."

Quotes like these are found in sales managers' reports:

"Our position is now accepted as wholly authoritative."

"My customers now have greater confidence in our products."

"The turnout exceeded our expectation."

"Each salesman recognized it as a valuable sales tool."

"The thing that really floored us was the reception we got."

"The Governor, who visited our exhibit, was enthused over the idea and felt that it was a big help in acquainting his men with our products."

"We expected a fair group from the Highway Department but did not expect the department heads to send all of their people through."

"We would not be able to get complete stories to as many people as we have in the past four days if our complete sales staff worked six months doing nothing but making promotional calls."

In short, Steelmobil has been a rousing success.

Among other benefits, sales managers find that through Steelmobil their salesmen are talking to men they have had difficulty in seeing — mayors, city commissioners, city managers. Since each visitor registers his

name and title, mailing lists are easily updated, and each salesman can make his future personal calls more effective.

Armco Drainage also has used Steelmobil in place of conventional exhibits at two large trade shows. It has found its unique appeal effective in the company's recruiting efforts at engineering colleges.

With over 40,000 miles of travel behind him, driver Bo Cummings, long-time Armco man who pilots Steelmobil, has developed into a fine public relations man in his own right. Criss-crossing 42 states has brought some laughs and some narrow squeaks.

He has been mistakenly arrested because a traffic policeman thought he had a gasoline trailer in tow and failed to stop at a railroad track. He has looked up while readying his charge for a showing, to see a fire truck scream to a stop alongside and break out a hose to fill the water tank that serves the sewer pipe display. He has fished a small, dripping-wet boy from the same display, and despite flat tires, detours, and grim weather has never missed a showing.

At Armco Drainage's executive offices in Middletown, the evaluation is good, too. Says a top official:

"Steelmobil has given us two big benefits. It has taken our complete line before prospects and both old and new customers, and it has developed closer coordination in our 300-man sales organization than we've ever had before."

Armco has taken to heart the old peddler's adage, "You can't do business from an empty wagon." ♦

## HOTPOINT (continued from page 72)

playing at dealerships has increased five times.

Each trailer is completely equipped with all of the products that Hotpoint manufactures. These include ranges, water heaters, refrigerators, freezers, dishwashers, food-waste disposers, custom built-in appliances, automatic washers, automatic dryers, air conditioners, television receivers, and an electronic cooking center.

Original objective of the exhibit was to assist dealers throughout the United States to demonstrate, promote and display Hotpoint products. Dealers normally do not carry a complete line of each model of Hotpoint appliances. Many dealers are in small remote areas, the cross roads of America, and quite naturally, any-

thing that the factory can do to supplement their own promotions or displays and help them sell Hotpoint products is more than welcome.

Confidence that Hotpoint has in the trailer programs is based on four factors:

1. Increased response over the years by our dealers and distributors to the trailer type exhibit;
2. Increase in local dealer identification with the brand-name product he sells;
3. Increased sales leads and potential sales leads for dealers who participate in the program; and
4. Increased public exposure to all-electric living in dealer and distributor areas.

Amount of money that Hotpoint



Now Open {

# THE LARGEST CONVENTION HOTEL IN THE CARIBBEAN



HAVANA • CUBA  
COMPLETELY AIR-CONDITIONED

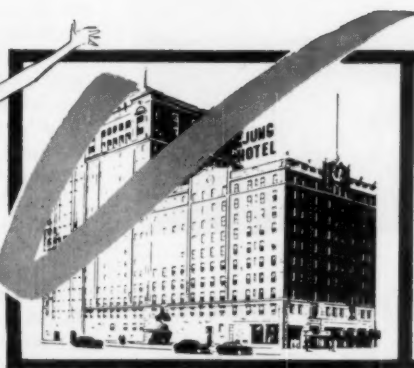
- 630 air-conditioned rooms all with private balcony for dining and entertaining
- Meeting rooms for 100 to 1850
- Banquet facilities for 50 to 1300
- Swimming pool and Cabana Club with outdoor dining terrace
- Casino
- Golf privileges
- No passport or currency problems
- Exciting night life

Now is the time to plan next year's convention in gay Havana... one of the world's most fabulous cities. Only 4½ hours from New York by air.

For information or literature write:

Sidney A. Kirk, Sales Manager, The Habana Hilton, Miami Office, Dupont Plaza Center, Miami 32, Florida, FRanklin 9-3427.

By popular vote!



The favorite is New Orleans' famed Jung Hotel. Largest and finest convention facilities in the South, 1200 guest rooms, 12 exceptional meeting rooms, Hugh Tulane Room for up to 2,000 persons equipped with massive service elevator and stage; completely air-conditioned, TV, radios, fabulous steaks in the Charcoal Room, beautiful cocktail lounges, experienced convention staff.

The **JUNG** hotel  
NEW ORLEANS

Completely Air-Conditioned An Affiliated National Hotel

TEXAS: Austin—the Stephen F. Austin, Brownwood—the Brownwood; Dallas—the Baker and the Travis; El Paso—the Cortez, Galveston—the Buccaneer, Galvez, Seahorse, Jean Lafitte and Coronado Courts; Laredo—the Plaza; Lubbock—the Lubbock; Martin—the Falls; San Angelo—the Cactus; San Antonio—the Menger and the Angeles Courts

*Affiliated National Hotels*



OFFICES: New York  
Chicago  
Mexico City

RADIOS-TELEVISION  
COMPLETELY AIR CONDITIONED  
Free Inter Hotel Teletype  
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## the "seat" of your next convention...

Bringing them in from out of town? Solve your transportation problems by putting yourself in the hands of Capital Airlines' Delegate Service.

Not only will Capital whisk your delegates to their destination on a jet-prop Viscount. In addition, a Capital travel expert will help you with ground transportation, hotel accommodations, even entertainment.

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## This year meet someplace different

Plan your Convention or Meeting in the beautiful, world-famous Land O' Lakes region of Wisconsin. Convenient—easily accessible by air, auto or train.

King's Gateway Hotel and Inn has all modern facilities for Meetings with no outside interferences, plus planned year-round recreation.

Private golf course — tennis — horseback riding — excellent fishing — nightly dancing and entertainment. Fall and winter sports include skiing—3 ski tows (instruction and all necessary equipment available)—snowshoeing—tobogganing—ski-joring—skating—ice fishing—hunting.

Meeting and Dining space to accommodate groups up to 150 persons. American Plan available. All inquiries appreciated and answered promptly.

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spends each year for this merchandising activity is far more than offset by the amount of goodwill, Hotpoint dealer identification, publicity, advertising and consumer confidence than we would get normally if we were to spend this money in other merchandising areas. Last year we estimate that the total cost of the three trailers, including living expenses of drivers, refurbishing of trailers, licenses and other expenses, averages about \$60,000 per year.

The three drivers are thoroughly trained by Hotpoint. Each year for about two months they are brought back to the factory and the company's home economic staff gives them intensive training on our new appliances. In addition, product specialists and service personnel are brought in to keep these drivers abreast on the latest changes. Each driver and each trailer is a self-contained unit. The driver is responsible for arriving at the town where the exhibit is to be displayed in time to set the trailer up, man the exhibit, demonstrate appliances and help the dealer sell Hotpoint products.

### 50-Mile Trips

Trailers are scheduled from town to town and trips average about 50 miles in distance. However, actual distance depends upon terrain and driving conditions encountered. Our past seven years' experience with this program has shown that it is absolutely necessary to have a firm schedule of trailer exhibits before any of the trailers leave. We currently have all three trailers booked for the next eight months, week after week, show date by show date.

Such planned scheduling keeps trailers constantly moving with no long hauls between show dates.

Our dealers and distributors like approximately a three-week lead time prior to the actual exhibit date. This enables them to carefully plan their promotional and merchandising activities.

Another plan that we have found very feasible with drivers as well as the scheduling is that we like to have trailers visit southern parts of the United States during the warm months such as late winter and early spring, and as the weather warms up move northward. In the fall trailers begin to move south again. Then in December to February the trailers return to Hotpoint Co. in Chicago for refurbishing and driver training for new Hotpoint products.

Refurbishing of our trailers is planned and designed with counsel by

myself, by one of the nation's foremost exhibit and display houses, Product Presentation, Inc., Cincinnati, Ohio. Charles Willett, one of the partners, and Norm Buchanan, director for design of Product Presentation, submit drawings for the refurbishing project. In counsel with me and with approval by our management, necessary changes are made and Product Presentation proceeds with the refurbishing.

### Publicity Kit

Our publicity department prepares a complete publicity kit for publicizing the trailer exhibit at the local dealer level with newspapers. In addition, advertising by the distributor or the dealer, local tie-ins with the radio and television stations, direct mail pieces, premiums, giveaways, and actual live demonstrations are some of the aids that we use in attempting to draw large record crowds.

Success of the program is witnessed by the fact that one dealer in one day sold 94 appliances. We have numerous other cases on record where dealers sold as little as 10 appliances and as many as 100 appliances.

In addition, our dealers have been exceptionally enthusiastic about prospect lists that accrue because of the exhibit. They know that those people who are interested in new appliances and kitchens are more likely to visit the exhibit than those who are not interested. Hence, many of the prospects become actual potential sales leads.

In the past seven years we have learned many things with our trailer program. As an example, since 75% of our itinerary calls for night displays, we had to equip our trailer with exterior lights for night showings.

"Free admission" signs must be prominently displayed because in some instances many people think that there is a paid admission.

We also learn that actual demonstrations such as cooking popcorn, washing clothes, freezing food, viewing television and cooking electronically attracts more prospects to the exhibit. And we have found out in the past that there is no substitute for the old-fashioned demonstration of a major appliance.

Another sales aid that we use is premium giveaways such as toasters, clocks and radios to attract prospective buyers and build a dealer prospect list, since all visitors have to register to win the prize.

Another part of our program is that all of our drivers are instructed to send invitations to the local home



*Next time, Jones, get WILDING  
to help you plan our sales  
meetings! They're specialists!*

## WILDING PICTURE PRODUCTIONS, INC.

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**CONVENTION SECRETARY,  
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50 SOUTH STREET, PITTSFIELD 96, MASS.**

economics department of high schools and colleges to visit the exhibit. Response in the past has been exceptionally good. We have exhibited to more than 100,000 high school and college home economics students.

In the past seven years in our trailer exhibit we have encountered no major problems of any consequence. Several minor problems have occurred and such experiences as a dealer forgetting to ask the local police department to block a number of town parking meters in front of a store for display of the trailer, or as in one case, the immediate unavailability of the local electrician to supply power to the trailer. As you can see, these are in reality minor problems and are quickly rectified.

In addition to exhibiting in front of dealer stores, our distributors often request the trailer to be displayed in state and county fairs, utility companies, open houses, and so forth. In 1957, the largest exhibit a Hotpoint trailer attended was the World's Conservation Exhibition in Peebles, Ohio, with 175,000 in attendance, and the smallest attendance was 15 people on a one day stand at Bennett Television in Goodrich, Mich. So as you can see, our program is varied enough to give us complete flexibility, exhibit in all types of towns and cities and to all types of economic factions.

We always keep our exhibit manned at all times. If the driver has no help from the dealer or distributor, he stays with the exhibit all the time. Meal time presents no problem to our drivers since they all

have food freezers, refrigerators and electric ranges, and they are all excellent cooks.

In the future we see a continuation of this program. Our distributors want the program, our dealers are becoming more and more enthusiastic about the program. Our exhibit requests have increased over the seven year period, and we expect from this wider coverage that more dealers and distributors will demand our trailers in the coming years.

We at Hotpoint and, I am sure our dealers and distributors agree with us, feel that one of the greatest benefits of this program is the public exposure of Hotpoint products throughout the nation. This is the type of exposure that pays dividends in the long run and most certainly increases the brand-name identification of Hotpoint.

As I said before, there is nothing like an old-fashioned demonstration of an appliance to help sell and stimulate interest in modern electric appliances.

One graphic example of this is the way a driver sometimes demonstrates our appliances in dramatic fashion. For example, he will walk up to the television set and kick the safety glass to show the safety for children; he will pour lighter fluid on the range top and then light it to show durability of the porcelain; and put balloons into the washing machine to show the gentle action of the Hotpoint washer.

We have found through past experience that these dramatic demonstrations pay dividends. ♦

### Speeds Name Taking

Device to record literature requests is an adaptation of a simple register form used to record retail sales transactions. System, devised by UARCO, Inc., was introduced by The Globe Co., Chicago, at the Plant Maintenance Show.

Globe representative at a trade show asks the visitor to write his name, company, and address and to check the literature he wants on the special register form. This gives Globe four copies of the request. First copy is an address label and the other three are information and follow-up copies for the home office, district manager and distributor.

All copies are removed from the register at the end of each day and mailed to home office for processing.





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*Now Open . . The Latest Word in Convention Sites!*



## THE QUEEN ELIZABETH

You and your group are assured of the most efficient handling, gracious service and the ultimate in function facilities when you hold your next convention or sales meeting at The Queen Elizabeth, Canada's newest and finest hotel. 21 stories high, this magnificent hotel provides 15,000 square feet of exhibit space, 23 sample or meeting rooms —accommodating up to 3,000 for a meeting or 2,000 for a banquet—and 1,216 spacious guest rooms with individually controlled electronic heating and air-conditioning.

Delegates attending conventions at The Queen Elizabeth will thoroughly enjoy visiting distinctively different Montreal where British institutions and French traditions blend in a unique, delightful combination. Plan now to have your next convention at

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For information, contact The Queen Elizabeth, Montreal, Canada — Telephone: UNIVERSITY 1-3511, or Joseph T. Case, Sales Manager, Hilton Hotels International, The Waldorf-Astoria, New York 22, N. Y. — Telephone: MUrray Hill 8-2240.



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- Grand Ballroom with no view-obstructing columns, seating 2,000 at meetings, 1,500 at banquets
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FREE 21" TV & RADIO IN EVERY ROOM  
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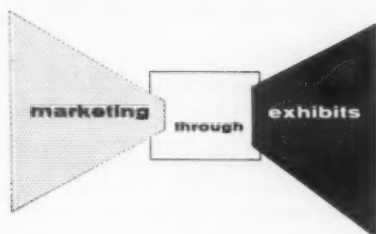
# Seville



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For complete information  
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Manager, Convention Director  
BEN GOULD  
Executive Director of Sales



**Edward deLuca, v-p,  
Gardner Displays,  
answers questions  
to indicate ...**



## How an Exhibit Builder Sees His Medium

### What's your role as an exhibit builder?

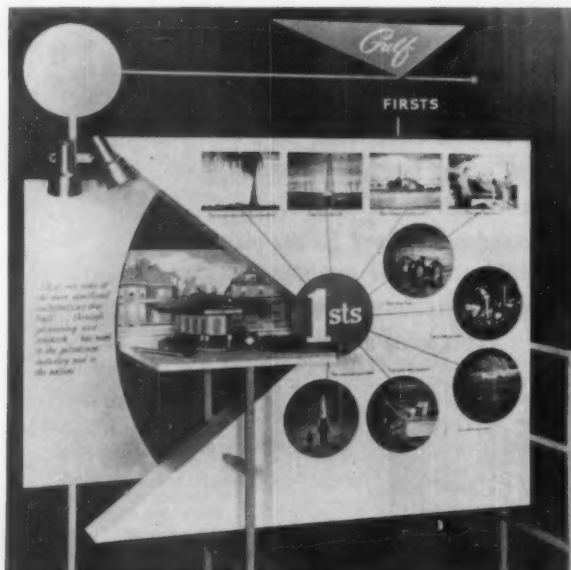
"An exhibit builder is basically in marketing — three-dimensional marketing. A good exhibit builder does not sell lumber and material. He sells ideas—ideas to help you sell more of your products. He must know marketing—advertising and merchan-

dising—and translate a client's objectives into hard-hitting three-dimensional form whether it be for salesmen's kits, traveling shows, models, sales meeting properties, point-of-purchase units, or trade show exhibits."

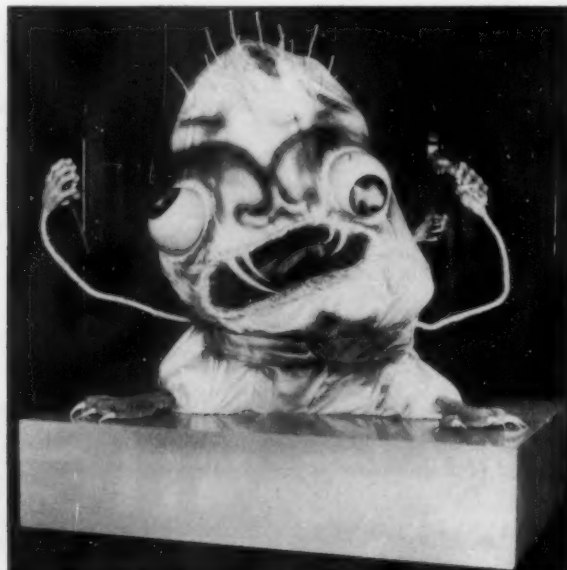
### What would you say is the purpose of a trade show?

"A trade show represents a meeting of buyers and sellers for the purpose of getting and giving information—primarily through the medium of exhibits—about 'what's new' in regard to products, uses, service, distribution, manufacturing and any other information likely to influence sales."

### Why do we need trade shows?



**GULF OIL CORP.** exhibit designed for an open house quickly tells how company makes important contributions to economic welfare.

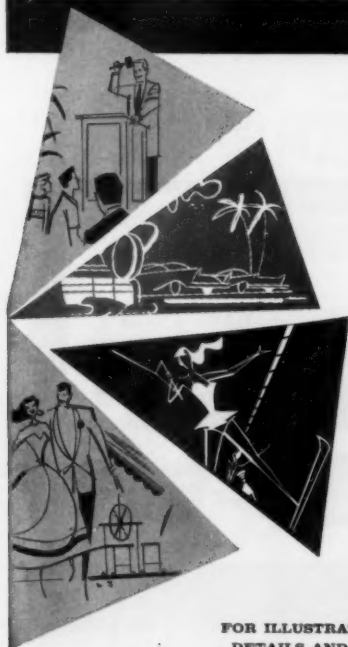
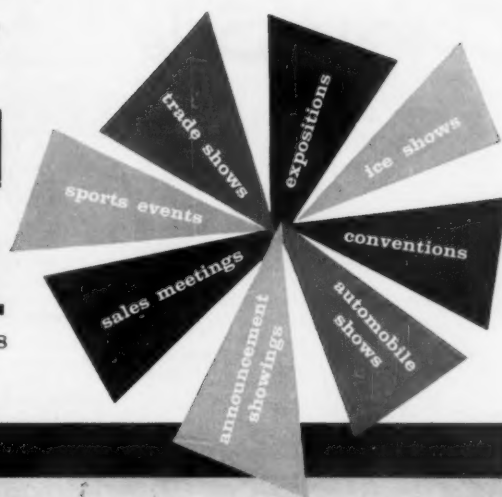


**DESIGNERS** can produce anything—including this oversize "germ" that collapses with a "shot" produced by sponsoring company.

*Completely Air Conditioned*

# NEW MIAMI BEACH EXHIBITION HALL

ACCEPTING BOOKINGS BEGINNING OCTOBER 1, 1958



This magnificently designed structure will have an overall floor area of 200,000 square feet, of which 108,000 will be unobstructed exhibit space. Its planned versatility and flexibility make it ideal for a wide variety of entertainment events, trade shows and conventions.

- Will seat up to 15,000 • Portable stage and rigging
- 10 Meeting rooms with seating capacities up to 825
- Modern catering facilities • All utilities available
- Completely air conditioned • Parking area for 3500 cars
- Centrally located • Registration facilities • Offices

→ **The World's Largest Concentration of Hotels and Apartment Buildings** in the immediate vicinity of the Exhibition Hall creates an extremely favorable condition for visiting organizations and gate-receipt events. Within the city, for example, there are **30,400 hotel rooms and 24,000 apartments**. These range from luxurious oceanfront penthouses to secluded efficiency accommodations. This combination of housing and exhibition facilities places Miami Beach in the spotlight as one of the truly great convention and show cities of the world.

**THE PRESENT MIAMI BEACH AUDITORIUM**, with a seating capacity of 3,534, is south and adjacent to the Exhibition Hall. Together the two buildings will provide 173,105 square feet of exhibit space and accommodate 1,039 booths.

FOR ILLUSTRATED BROCHURE,  
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# ✱ ✱ ✱ ✱ ✱ ✱ Closing the Sale

A 16mm. sound motion picture featuring BORDEN and BUSSE

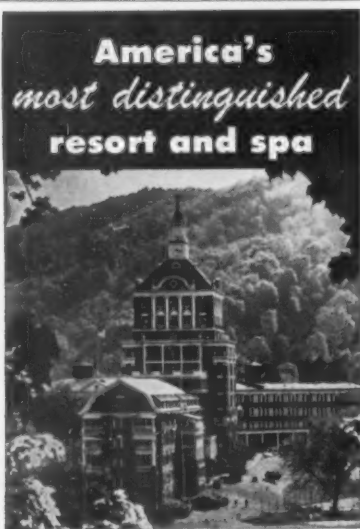
## SEE:

- ★ how sales champs weave a thread of closing all through the presentation
- ★ methods topnotchers use to find the key issues for closing
- ★ how to translate product features into order-winning buyer benefits
- ★ how to rivet the customer's attention to the presentation
- ★ how winning salesmen ask for the order at closing time—repeatedly, if necessary.

You can rent or buy a print of CLOSING THE SALE. Details, plus our new film catalog, mailed on request. Write to—



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The Homestead's 17,000-acre estate in the Virginia Alleghenies is one of the most delightful vacation resorts anywhere in the world. Superb facilities for golf, swimming and other sports. Write for folder "Group Meetings."

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Cleveland. PRespect 1-7827 New York.. CIRCLE 7-6940

## Some Reasons for Trade Show Participation:

1. To sell to a concentrated group of prospects.
2. To build and reinforce contacts with important buying sources.
3. To present new products to the trade.
4. To develop new markets and show new uses for present products.
5. To stimulate distributors.
6. To establish new outlets.
7. To strengthen company identity.
8. To demonstrate products and develop leads for salesmen.
9. To obtain customer reaction to products, service, engineering, and sales promotion.
10. To obtain newspaper and magazine publicity.

"The tremendous increase of products and services, of our population, and of buyers and sellers spread out all over the United States has made the problem of getting and giving information a difficult one. Associations became cognizant of this problem and decided to give their members an opportunity to tell about their products at their periodic meetings. So the trade show evolved. Today there is no better way to reach a concentrated number of prospects than at a trade show."

## Do exhibitors get tangible results?

"Companies participate in trade shows because they have found that this marketing medium pays good dividends. Here are examples:

"Fifty-five percent of the plumbing contractors who visited the National Plumbing & Heating Show in Milwaukee placed orders with exhibitors at the show."

"A company for which we built a model of an operating automation line had bona fide inquiries for 32 such lines at the Machine & Tool Show."

"Machine tool builders estimated they obtained \$100,000,000 worth of business from their last trade show."

"The 1956 Los Angeles Home Show attracted 227,000 people and sold \$11 million worth of products at the show."

"Annual Motor Boat Show in New York draws over 200,000 people and last year \$18,000,000 in business was written at that show."

"National Metal Exposition, in November, had 509 exhibits. According to Chester Wells, assistant director of the show, exhibitors made more sales than ever before with one man getting \$20,000 in signed orders on the first day."

Have you seen any unusual exhibit results?



WHEN SIZE OR COST of having actual equipment on display is prohibitive, ingenuity of exhibit designer produces next best thing: an operating model such as this for G.E.



# THE INCENTIVE DISCOVERY OF A LIFETIME... EASTERN'S "HAPPY HOLIDAYS"



## FREE luxury vacations in the world's most famous resorts...

The surest way to get that extra effort and those extra sales is to award the Vacation Discovery of a Lifetime... Eastern's Happy Holidays! Eastern's Happy Holidays gives you a complete range of resorts to choose from at prices tailor-made to fit any incentive budget!

What's more, Eastern's incentive experts will help you plan a Happy

Holidays incentive program to meet your specific needs. In addition, Eastern makes available special power-packed promotion material to get your program off to a flying start!

Eastern's Happy Holidays incentive program pays for itself! The chance to win a free vacation inspires enthusiasm *all along the line*—and that builds greater sales for you. So offer your sales force a goal really worth shooting for...offer Eastern Air Lines Happy Holidays!

Find out how Eastern's Happy Holidays can pay off for you. For free booklet containing complete information, write: Incentive Sales Department, Eastern Air Lines, 10 Rockefeller Plaza, New York 20, N. Y.



# EASTERN AIR LINES

30 YEARS OF DEPENDABLE AIR TRANSPORTATION



Look for the big



For your next conference

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- 1400 beautifully decorated guest rooms—each with television and radio.
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- 10 new luxurious meeting rooms to accommodate from 10 to 500.
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- Private subway entrance—one stop to the Coliseum.
- Minutes away from Grand Central and Pennsylvania Stations.
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- Excellent hotel garage facilities.

Frank W. Kridel, General Manager • A Zeckendorf Hotel

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to impress the press  
to "sell" the salesman  
to consume the consumer

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Continental Room—seats 300  
Audubon Room—seats 100  
Planter's Lounge—seats 100  
(organ music evenings)  
Acadian Room—seats 60  
Cafe Rouge—seats 50  
Coral Room—seats 35

### 250 Rooms—TV-Air Conditioning

Complete catering service—banquets & parties  
Parties — 25 to 800 guests  
Belmont Restaurant — Excellent Cuisine  
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**SPORTS  
AVAILABLE:**  
18-hole golf  
course,  
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**SUITES:**  
Pan American Suite with  
private swimming pool  
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Governor's Suite  
Petroleum Suite

This large 75' filtered pool is a vacation spot enjoyed by many travelers coming to Baton Rouge, Louisiana. Flanked on each side by large coccol palms, the pool and its patio present a tropical atmosphere of unusual delight.

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Vance Thomas, Executive General Mgr.



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For your next national, regional or district convention, sales meeting or group get-together, you can't pick a better meeting place than one of these big Great Lakes cruise ships—the SS NORTH AMERICAN or the SS SOUTH AMERICAN. Let us tell you why.

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WO 3-6760 • DETROIT 26, MICH.

"We built an exhibit for a small dinnerware manufacturer for a boat show. Sounds silly offhand. A dinnerware manufacturer at a boat show? But this was a *plastic* dinnerware manufacturer. If the dishes or cups got thrown to the floor in choppy seas, they would not break or chip.

### Year's Orders

"The manufacturer wanted a dramatic exhibit at not too great a cost. Our solution was a hexagon-shaped tumbling barrel three feet long and 30 inches in diameter made with safety-glass sides with a hatch to put dishes in or to remove them. As the barrel turned, the dishes would be picked up and dropped with a clatter. The manufacturer wrote more orders in three days at the show than he had written in the previous year!"

### What problems do you have with exhibitors?

"One of the difficult problems in the exhibit business is obtaining from clients a budget figure on what they want to spend for an exhibit. An exhibit builder must design to some figure. Too often, a client will say, 'I have no figure in mind'. This is similar to telling an architect to design a house without telling him how much you want to spend; or asking an advertising agency to lay out an advertising program without giving the agency a budget.

"If a client will tell an exhibit builder what he wants to accomplish, and give him a budget to work to, the builder can do a better job for him."

### What reasons do companies give for entering shows?

"Companies participate in trade shows for a variety of reasons. [See p. 84.] They can obtain better results and more value if they pin-point beforehand one or more objectives and then conscientiously work towards these goals.

"Don't go into a show just because your competitor participates. Have a good reason or save your money."

### What are criteria for a good exhibit?

"We tell our clients that the best exhibit is the product itself, preferably in use as it would be in industry. Unfortunately, this cannot always be done because of the size, cost, noise of operation, danger, difficulty of in-

stalling and many other reasons.

"Even if the product itself can be shown, exhibit properties are still needed to tell about its strong points, how it operates, and advantages it has over competitive items. A good example of this is the automobile show. Here the products themselves are actually shown, yet these shows all use a tremendous amount of exhibit properties.

"Exhibit properties should furnish the setting, background, or stage for the product or story which they are to enhance. They can be likened to a jewel box for a diamond ring.

"Exhibit properties highlight and call attention to the product, not to themselves. They do not compete with the product, but focus attention upon the product in the most favorable manner possible. They must also tell, quickly and effectively, the important points which the exhibitor wants to put across.

### Punches Points

"Summarizing, a good exhibit quickly punches home the important points to be made, focuses attention on products, furnishes the backdrop to enhance the product and utilizes the product, itself, wherever possible."

### What goes into good design?

"In order to build a good exhibit, certain basics must be incorporated in its design. First is positive and instant identification.

"Another basic requirement is overall attractiveness to entice people into your booth—providing a lure. Sufficient open space increases the attractive atmosphere since there is an unspoken invitation to come in, look around and be comfortable. This is similar to the white space necessary in an attractive magazine advertisement.

"A third, basic requirement is a clear-cut overall theme or message to get impact.

### Use Actual Products

"Still another requirement is the use, when possible, of actual products, cutaways or models. If a picture is worth 1,000 words, being able to see the product, handle it, see it operate, is worth 10,000 words.

"Color dramatizes an exhibit, as well as providing beauty and harmony. It can focus attention on specific points, can define a given exhibit space, and can induce visitors to enter your booth.

## VIRCO IS BUILT BETTER TO LAST LONGER

**VIRCO #600 SERIES FOLDING BANQUET TABLES.** Virco all-purpose folding tables give you years of service. Quality constructed of fine materials, built for maximum strength and durability, yet attractive in appearance. **VIRCOLITE** plastic or Masonite tops. Safe because the gravity lock prevents accidental collapsing. Easy to handle and store compactly.



**VIRCO "CAN'T TIP" SAFETY-TESTED #127 FOLDING CHAIRS** are precision constructed of tubular steel with extra reinforcement, fusion welded and brazed at all points of stress. Available in five popular colors in baked-on enamel finish. Comfortable, easy to fold and stack compactly.

# VIRCO

Write direct for information and complete catalog of Folding Chairs and Folding Tables and for special quantity prices. Also for our brochure describing our complete line of classroom furniture.

Dept. S. M. VIRCO Mfg. Corp., P.O. Box 44846, Sta. "H", Los Angeles, California

Question: *Where will you get more done while you have more fun?*



Answer:

## NASSAU AND THE BAHAMAS

**Reason:** You accomplish more on the agenda because you relax so enjoyably and so completely during the hours in-between!

**Suggestion:** Plan your convention or sales meeting in the Bahamas; besides wonderful climate and excellent sports, there are shopping and sightseeing for the whole family.

**Reminder:** The Bahamas are near by plane or ship . . . and no passports are needed for American or Canadian citizens.

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MIAMI: 1633-34 duPont Bldg. • CHICAGO: 1230 Palmolive Bldg.  
NEW YORK: 307 British Empire Bldg. • DALLAS: Adolphus Hotel Arcade (1406)  
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The popularity of the Palm Beach Biltmore as a convention and sales conference site has extended our previously normal operating season to accommodate those organizations requiring the finest of facilities and services. The proof of the pudding is evident in the repeat visits of those who realize the value of experienced personnel, coordinated effort, and sincerity of performance.

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NUMBER ONE IN *Nassau* BAHAMAS

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Completely air conditioned ... right on the ocean. Fully equipped meeting rooms for large or small groups including the separate thatched-roof Jungle Club, accommodating up to 800.

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### Effective Exhibit Should:

1. Have instant identification.
2. Attract people into the booth.
3. Have an overall hard-hitting theme.
4. Give information about what's new.
5. Use products.
6. Dramatize with color and light.

"A fifth basic requirement is animation. Movement always attracts and holds attention. In addition, it can effectively demonstrate many of the product's qualities.

### Elements Considered

"Customer participation, sound, demonstrations, film, charts, diagrams, transparent and Chinese mirrors, dioramas and panoramas, murals, translites, photographs, turntables, flexibility, versatility, weight, ease of erection and dismantling, storage areas, literature tables, seating and clothes closets are all considered by a good exhibit builder in seeking the solution to the best display which can be produced within the budget limitations of the client."

### What good "bets" are exhibitors missing?

"There is an important consideration frequently overlooked by exhibitors—reuse of part or all of their exhibits. Careful planning can get more mileage from an exhibit, get a better job done, and lower costs tremendously.

"I'd ask an exhibitor: 'Can you use part of the exhibit in your sales show room, in distributors' show rooms, in your lobby, in universities as an educational or recruitment unit, in your bank's window, in some other downtown window, in the chamber of commerce office, at an airport or railroad station, at a sales meeting, for a plant open house, as an employee training aid, and in your plant for employee knowledge and education?'

### Plan to Utilize Fully

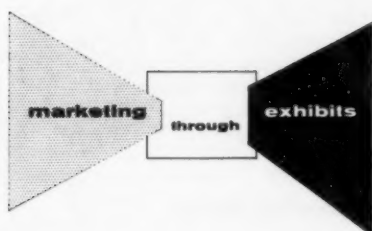
"You do your planning before you have your exhibit built so that it is fully utilized instead of gathering storage charges in someone's warehouse only to be thrown out some time later because it is obsolete." ♦



# How Do People Abroad Respond to Exhibits?

Thumbnail sketch of European exhibit ideas and tastes. Hint for manufacturers who plan exhibits abroad: Each country has different interests, levels of sophistication.

BY REINO AARNIO



With the expanding government program of international trade fairs, attention of an increasing number of American businessmen is being focussed on the varying character of exhibit audiences abroad and availability of materials and labor in each country.

Europeans, on the whole, are more display conscious than we are. Since their media of advertising communications are limited (little or no television, less printed promotion) an exhibit commands more attention and real interest than in America.

Regardless of diversity of interests, habits and backgrounds of our fellow citizens, we can be almost certain that an exhibit that is show-stopping in New York City will perform similarly in San Francisco, 3,000 miles apart.

Not so abroad. Distance of 200 miles and a crossed border could produce diametrically opposed reactions from exhibit audiences.

An audience reaction, as we well know, determines the degree of success of our three-dimensional presentation. If we know, before planning our exhibit, what graphic forms a country finds most appealing, what its interests are, and what its approximate level of sophistication measures, we could be more confident of acceptance. Let us briefly examine the characteristics of several European countries.

## England

England conducts many trade shows yearly, with almost every locale sponsoring its own. Design Center, which is located in London, spearheads good design and tends to set the pace for the country as a whole.

Show management limitations on the physical measurements of a booth are less restrictive than ours. In fact, many shows have no height limitations for back, sidewall or interior. This cubic-content concept allows for a great deal of freedom of expression and lends itself to mood building, evident in European exhibits.

The English like to use fine woods and apply their finishes with workmanship and artistry. They have a good color sense and their craftsmanship is high. Their displays tend to be busier than ours and highly decorative in many instances.

English taste in lettering tends toward the more exotic type faces as opposed to the wide usage of Futura and Gothic type faces in this country. Examples of heavy industry, textiles and consumer goods stir a good deal of interest.

Labor supply is plentiful in England and there is no real shortage of materials.

## France

The French are more mischievous and light-hearted in their production of displays. Colors are lighter and

## ABOUT THE AUTHOR

Having designed and coordinated many U. S. exhibits in foreign lands, Reino Aarnio has first-hand knowledge of audience reaction and display preferences.

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brighter—emphasis being on primary shades.

### Humorous Touches

Since posters and displays of all sorts are an integral part of French metropolitan life, people are graphic conscious. Humorous touches and a sparkling approach are apparent.

Lacking appliances, the French are extremely interested in exhibits featuring these machinery, and all types of consumer goods.

Skilled labor usually is available to the American concern needing help. Although a wide variety of display materials are accessible, there is not the great range we have become accustomed to in America. Plastics, in many forms, are favorites, and contribute greatly to the effervescent piquant effect for which the French are noted.

### Germany

Germans have a sophisticated sense of exhibit building and an excellent color sense. Their work is marked by

clean, sharp lines and meticulous detailing.

They handle graphics ingeniously, employing the non-realistic approach successfully. The German public can accept an abstract presentation without too much explanation. All kinds of consumer goods and heavy machinery receive an interested reception.

There is a good availability of labor and materials. Shipping facilities are dependable.

### Italy

Italy, where we have seen some of the most spectacular and unusual displays, has a very sophisticated sense of display design, as exemplified by the exhibits at Triennale in Milan.

Modern art is frequently coupled with reflections of the past heraldry of the country, producing unique and arresting effects. Colors are bright, tending toward deeper hues. Bas-relief and sculpture are freely employed.

### Appreciate Design

Italians appreciate rich, varied patterns and large-scale designs and



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forms, using swirls and baroque motifs effectively.

It is difficult to generalize on Italian taste, since each locale shows distinct evidence of its own special character, and it is usually possible to distinguish between Milanaise and Roman taste preferences.

### Skilled Labor

Both heavy industry and consumer goods find markets in Italy. Skilled labor is extremely cooperative and availability of materials tend to ease the way for Americans exhibiting here.

### Switzerland

Since every town of any importance in Switzerland has its own fair or exhibition, people usually are receptive to this medium.

Swiss exhibits, in my opinion, have always displayed a high degree of taste and are consistently excellent in their presentation and workmanship.

The Swiss have a talent for ingenious use of simple materials, giving their exhibits a deceptive simplicity. Photography is used in versatile

and daring fashions—for decoration, exposition, for mobile effects and mood setters. Cut-outs are popular. White with crisp colors are frequently seen.

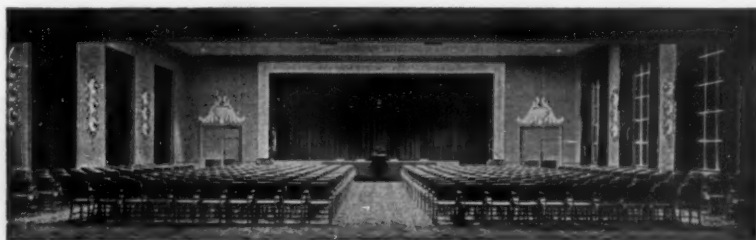
A satisfactory supply of labor and a fair quantity of materials are usually available.

### Sweden

Sweden and Switzerland have much in common — same clean, crisp approach and similar Spartan-like simplicity of design.

An example of this would be the Swedish display at Triennale. Despite a great number of products shown and many display units, the Swedish exhibit was so well organized and open areas situated so cleverly, the total impression was one of serenity and spaciousness.

Swedes sometimes use simplified cartoon figures to tell a story. White combined with clear colors, as in the case with Switzerland, is the predominant combination. Lighting is used in a more direct manner than



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Street, RA 6-0625; Washington,  
D. C., Investment Bldg., RE 7-2642.

Italian or English with spotlights being favored.

Labor is available here and most materials with which we are familiar are in ample supply.

#### Finland

There is a great deal of similarity in the exhibit approach of all Scandinavian countries. Finland, however, because of the nature of the country, depends more upon wood for its exhibit materials.

Frugal in their use of space and

high priced materials, Finns accomplish a striking sophistication with a minimum of means. They are accustomed to employing their imagination to achieve special effects with simple materials.

Their unabashed use of natural woods, especially the abundant pine, produces a refreshing appearance of deceptive simplicity.

Craftsmanship is on a high plane and the people respond readily to unique and unusual treatments. Appliances and consumer goods, general-

ly, would arouse a great deal of interest in this country.

#### Greece

Because of its availability in Greece, masonry construction is used almost as commonly as wood. It costs about the same and is a great deal more durable. On one of my excursions into the Greek countryside, I was amazed to discover, in an out-of-the-way place, a gasoline station constructed of gleaming marble—an edifice worthy of any Main Street.

Conditioned by climate and their background, the Greek people prefer a different color range from Scandinavians—light pastels, especially ivory shades being favored.

#### Welcome Explanations

Greeks are an intellectually curious people and enjoy delving into ideas—a trait American exhibitors can bear in mind. They welcome explanations of the basic workings of products.

Since Greece enjoys aspects of Mideastern culture in its exhibits, I do not believe that stark, ultra modern sophistication would be appreciated.

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or Fred Harvey Reservations Office, 530 W. 6th Street, Los Angeles 14, California. Phone: TRinity 8048, Teletype: LA 1465.

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Other than basic masonry, few display materials are available, so the American exhibitor will have to plan upon importing special materials he might need.

### Poland

American exports to Poland have increased many-fold since our first participation in an international trade fair in the summer of 1957, proving that Poland is a receptive market. Fairs in this country command the undivided attention of the populace who look forward to them all year 'round.

In fact, management of the Polish fair actively cooperates with exhibitors, procuring labor and materials for them as needed. Although there is little sheet material available, wood, masonry and brick are ingeniously used.

Poland is a literate nation and highly sophisticated in its display and art tastes. Fine color combinations abound in their numerous posters, with heavier, richer colors being favored. Poles enjoy harking back to their historical heritage and often coordinate old prints and historical costumes as well as folk legends with

modern presentations in a colorful, unique manner.

Heavy industry is well represented in Poland, but since there is a real scarcity of consumer goods, all kinds of appliances command attention. Machinery to produce these and modern methods of production would find a wide audience.

### Mushrooming Medium

The international trade show is a mushrooming exhibit medium for the progressive American manufacturer who is looking for markets abroad.

In Europe the trade show disseminates more of a holiday spirit than in America, and is regarded as a special and important event. The American exhibitor can allow his designer a wider scope, for in Europe a display is not only meant to inform but to entertain as well.

These exhibits are not only effective salesmen, but are excellent public relations vehicles for exhibiting companies. In addition, American manufacturers have the opportunity to increase their country's prestige and friendships abroad. ♦



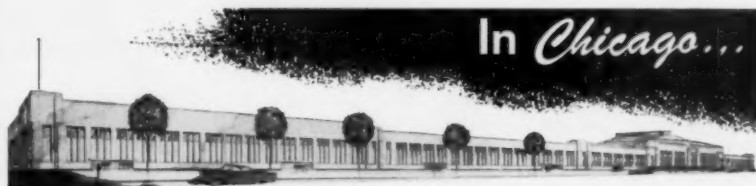
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EXAMPLE of simplest, least expensive "package" is Best Foods unit. It has ample locker space for literature at bottom.

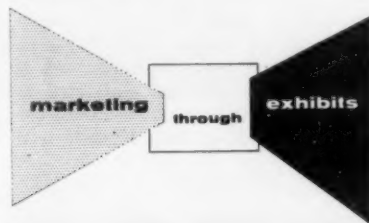
## "Packages": Fast and Rugged

Self-packaged displays, no less expensive than any other kind, have three big advantages: They're ready on short notice; go in and out of show quickly; last a long time.

**BY LESLIE E. LEVI**  
*President, Ivel Construction Corp.*

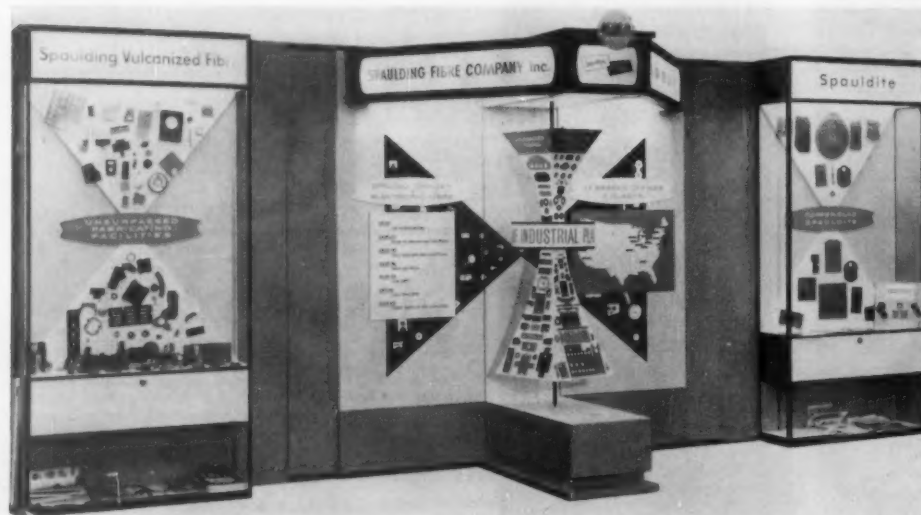
Man's progress toward an easier, better life has traditionally been a record of overcoming troubles and

difficulties of one kind or another. Each activity in which he has engaged has developed its own troubles. For



every ailment to which he is subject, he has struggled to find a cure, just as for every new "ultimate" weapon, someone is sure to come up with a defense.

During the past few decades, while the trade show has been achieving recognition as a top-notch merchandising medium in every area of the nation, it has at the same time pro-



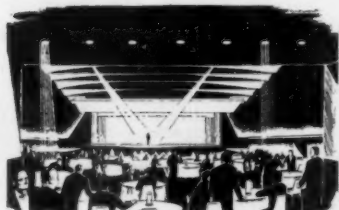
THREE separate units lock together to extend this self-contained display to 20 ft. This Spaulding Fibre exhibit is designed to dramatize many small items which are fastened into place. Exhibits such as this have a remarkably long life because nothing is taken apart or put together at a show. Crate doors merely swing back to expose the display. Plug in current and exhibit is in business.

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vided its own measure of troubles and difficulties, which the ingenuity of those in the field has been called upon to solve.

## Problems

Problems of timing, transportation and breakage have been no less annoying than those involving the availability and high cost of the local labor needed in each area, especially as exhibition displays grew even more elaborate. They have merited the at-

tention of the best minds in the industry.

While no perfect all-purpose solutions have been possible, there are many exhibitors whose efforts in that direction have been eminently successful, through use of self-contained units made available under various trade names by forward-looking display builders.

Today's self-packaged displays are seen in practically every trade show and public exposition, and in most county and state fairs. Many individual units, carefully engineered and strongly built, have been travelling around the country for amazingly long periods and have been used scores of times with little or no repair. They have solved completely most of the problems inherent in an exhibit program.

In business, most problems can be resolved in terms of two elements: *time and money*. The self-packaged unit conserves both.

It takes time to erect any ordinary display—time to unpack and re-pack the cases, time to erect and dismantle (even time to await the arrival of empty cases from storage). In this case, time is certainly money, for it involves the salaries of executive per-

sonnel better used elsewhere, as well as (in most cases) hotel bills and incidental expenses. But it's costly also for labor hired to do the actual work—frequently at high overtime rates.

Well-engineered self-packer, on the other hand, can be set up in minutes by merely opening up the case, swinging back the "doors," and plugging in the extension cord. In many cases, even the merchandise is already in place, secured to the background panels or shelves. It can be the last one delivered to the show and still be ready for opening. It will always be the first one ready to ship after the show. Mostly it's just a matter of closing the doors, slapping on a shipping label and handing a bill of lading to the transportation desk.

These are the obvious savings, which are there for all to see. But there's a far greater saving in the use of self-contained exhibits, which only becomes apparent to those who own them. *They usually last so long!*

Whatever a good self-contained exhibit costs (and it's usually no cheaper to buy than any other type) it's bound to pay its way merely by repeated use. Some have been shown so often that their cost-per-use is fantastically small. This is the feature



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that appeals most to the exhibitor with a big show program. Even though the product or message may change (panels are generally removable) the same unit can serve, and serve well, an indefinite number of times.

While the self-packer has little place with the one-time exhibitor, savings have proved tremendous for the inveterate show-goer.

Aside from basic questions of time and cost, there are, of course, other virtues worthy of mention. Many producers of both consumer and industrial goods are frequently called upon by distributors to supply effective display material for purely local shows and sales meetings. For this purpose, there's nothing so handy as a convenient self-packer, standing in the warehouse, secure in its own protective shell, ready to ship anywhere on a moment's notice. One large company in New York State has a total of 17 self-contained units that are used wholly for standby, loan-to-dealers, and other non-program purposes. They've all been used many times and are no longer involved with current budgets, so it costs practically nothing to fill all reasonable requests.

At the same time, the company is assured of artistic and dignified presentation of its name and products under all circumstances. Units are so simple to set up that the most unskilled tyro cannot fail to do it right — nor can he forget to include any components when he ships it back. They've paid for themselves many times over and are still doing a fine job.

So successful has the self-packaged principle become that one producer has licensed the production of his special designs in both Canada and Europe.

Average self-packer is more or less flexible in width, accommodating itself to booths from eight to 14 feet wide. Frequently they have been used as modular units, several repeats, with variations, to cover 20, 30 or 40 feet. Or individual panels have been added to a single central unit. Possible variations are infinite, and so are variations in the design of the units themselves.

In color, content and styling, there is no need for "look-alikes" in self-packaged exhibits. Only time they need look alike is when closed up for shipping. Then all you see is a wooden

packing case, usually so strongly made that it will take all the punishment the most careless trucker can give it.

Oddly enough, its very ruggedness is the one thing some folks gripe about. Some promotion men and sales managers get tired of using the same old display, yet they cannot discard it because it's still in such good condition. So they send it back for re-finishing in different colors, perhaps for fresh artwork and text on panels, and pretend they've got a new display.

We display builders lose more business that way! ♦



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250 hotel rooms and suites and 84 new, modern motel units right on the Gulf . . . Nine conference rooms, seating 50 to 1500 . . . Banquet rooms for 25 to 1000 . . . Huge beach swimming pool . . . Varied recreational program and entertainment . . . Experienced convention staff. For details,

**JIMMIE LOVE, General Manager**

Write Convention Manager.

# BILOXI

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MAY 2, 1958

## BEYOND YOUR IMAGINATION

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## CENTER OF AMERICA!



## KENTUCKY FAIR AND EXPOSITION CENTER

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## Historic Williamsburg

Virginia's restored colonial capital offers an ideal setting for top-flight meetings and conference groups in all seasons. The Williamsburg Inn & Lodge are now joined by a great new modern facility, the Williamsburg Motor House, to provide fine accommodations for groups up to 400 persons.

Conference delegates and their families can combine business with an enjoyable holiday in the eighteenth century city. Tours of the famous historic buildings, craft shops, plantations, gardens, the carriage rides, and complete recreational facilities combine to promote full attendance for meetings at...

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Circle 6-6800; Washington, EXecutive  
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ALMOST EVERY VISITOR came to the Devilbiss booth.

## Terrific Attraction — Really a Total Flop

This audience participation stunt had everything. Visitors could use product in booth and produce their own gift. It drew huge crowds. It was just perfect except for one thing.

BY HOMER A. LANGE

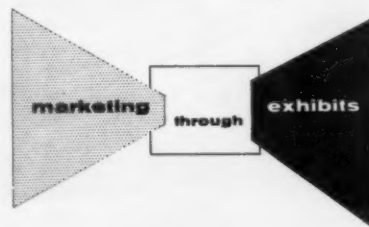
Advertising & Promotion Director, The Devilbiss Company

Someone once said: "There's enough ham in every one of us to make at least a good-sized sandwich."

And it is true that most of us like to "get into the act" if it is made easy for us.

Aware of this, more than one trade show exhibitor has tried to devise a method of getting the show visitor to "do something" at the booth. Since most trade show visitors are customers or potential customers, prime idea is to get them to use the product. If this is impractical, then the second best idea is to show them the product in action.

As a leading manufacturer of spray finishing equipment, natural thing for us to do at a show is to get our product used. But this is not as simple as it may seem. It is not exactly practical to set up a spray booth, arrange for an exhaust system and then



let people in their Sunday-go-to-convention clothes spray paint.

However, when we introduced a new, small spray gun a couple of years ago, we did build a custom spray booth in miniature and set it up in our exhibit at an automotive parts show. We wanted show visitors to try this new gun which was designed specifically for touchup jobs in automotive paint and body shops.

Frankly, our participation exhibit

laid an egg. We figured out a couple of reasons why. For one thing, there wasn't much thrill in firing a few "bursts" into an empty spray booth and, for a good many of the show visitors, a spray gun wasn't exactly a novelty.

But we tried again, this time at a Painting, Decorating Contractors of America show in Chicago. But we had added a gimmick. We put an easel in the booth, hooked up four of the small guns, each "loaded" with a different-hued water color, and had four stencils and a stack of paper plates. Any visitor to our booth could, in a matter of four or five minutes, paint a four-color clown face on a paper plate and have a souvenir of our booth and of the convention.

Exhibits opened at 9 AM and, it so happened, it was necessary to pass through the exhibit area to reach the meeting room where ceremonies were to be opened by the Mayor of Chicago at 10 AM. At 10:20 AM, convention officials asked us to shut down our exhibit so that the Mayor could meet his busy schedule and the convention get started. There was at that time still a long line waiting to paint a plate and a good many of those who had finished theirs, were standing around watching friends and others create a clown's face.

There was no question about it. We had the hit exhibit. Before the convention was over, clown-faced paper plates were in evidence everywhere you looked. No doubt, scores of them went home in suitcases as souvenirs for the children. Certainly, many of our visitors sprayed more than one plate during the convention, even though an hour's wait to get at the spray booth was not unusual.

At the close of the show, our very tired booth personnel got together for the usual post-mortem. It was a good bet that 99.99% of convention attendees had been at our booth, but an important point soon developed. Our visitors had been so intent on painting a plate, and our own people had been so busy making this possible, that we had very few chances to get in some bedrock selling of our equipment.

Moreover, the rest of our display had gotten very little or no attention. Our gimmick was too good!

We've since used this exhibit at specialized shows, such as do-it-yourself shows and smaller meetings. But we have excused it from attendance at major shows.

We've gone back to more static exhibits. We want time to talk to our customers. ♦

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The success of your trade show or convention rests largely on attention to details. Manncraft Exhibitors Service has 17 years experience detailing such functions in the Middlewest through their Kansas City and Omaha offices. Now, the art of detailed attention, comes to the Southeastern States with Manncraft's new offices in Miami Beach. For detailed attention for a single exhibit or a complete show or convention, call . . .



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CLUB PLAN RATES

\$12 to \$16 per person include Riding, Golf, All Sports—and truly wonderful meals.

**Write:** Dick & Gladys Waters, Proprietors  
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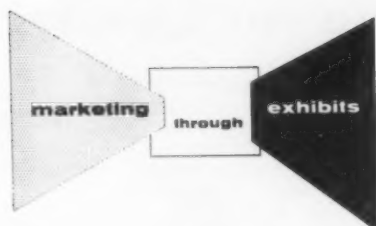
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# Why More Companies Come to The Fair

Trend at giant fairs is away from local exhibits. National companies offer better exhibits, get more response to their sales appeals.



NATIONAL insurance companies now come to the fair.



BIG COMPANY exhibits have added color and beauty.



AGRICULTURAL section of fair is still as potent as ever for sales to visiting farmer.

**BY JOSEPH B. RUCKER, JR.**

*Manager, Sales and Special Events Dept., State Fair of Texas*

As an institution, the North American type of public fair is in the midst of a steady upward climb in both growth and mass influence. Its eventual limits in this respect are not yet in sight, at least in those cases where

fairs are in the hands of enlightened and progressive managements.

Of all the many forms of amusement that have been devised in the history of man, the public fair is the most ancient and basic, having had

## ABOUT THE WRITER

Joe Rucker has guided the planning and sales of exhibits at the huge Dallas exposition for the past four years, during which time it has topped 2.5 million in attendance each year. For more than 40 years the nation's largest annual exposition in terms of attendance, State Fair of Texas is internationally known as one of the four greatest permanent fairs of the world.



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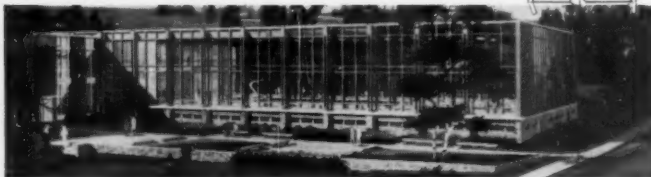
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10,000 Square Feet of Exhibit Space under one roof!

its origins in the bazaars and market places of the cradles of civilization.

Most of us have seen in our lifetimes a constant parade of amusement forms come and go. Circuses, minstrel shows, stock companies, vaudeville, burlesque, legitimate road shows, radio, motion pictures and television would be mentioning only a few. Majority of these have already come and gone on the public scene and yet the fair, oldest amusement of all, is at the true beginning of its growth in this country and all over the world.

Reason? Simple fact that the public fair, unlike the other amusements, is a necessity to the commercial and cultural relations of the region it serves and it is becoming more of a necessity all the time.

Riding the wave of today's increased industrialization and its corresponding demand for new sales promotional methods, public fairs and expositions are increasingly becoming the prime available contact *in the flesh* with great masses of the consumer public. This fact, more than

anything else, accounts for the present growth and future potentials of the fair as an institution.

### Noticeable Changes

It is now noticeable that changes are taking place in both the visual aspects of larger fairs and in the growing commercial influence they exert in their audience areas. Some of the causes for these changes are significant enough to list here.

Once fairs looked entirely to local firms, either manufacturers or retailers, for their commercial exhibits. Gradually as easy and rapid transportation caused the drawing area of the fair to expand, many people from other nearby cities began to attend regularly. The local retailer then began to be replaced by the regional distributor who could better answer inquiries on his products and refer sales prospects directly to his retail outlet in each customer's territory. Next logical development has been for the national supplier to step in and do a far better job than either of his predecessors was ever able to do.

Actually, the national firm had generally been providing either money or display material or both for some

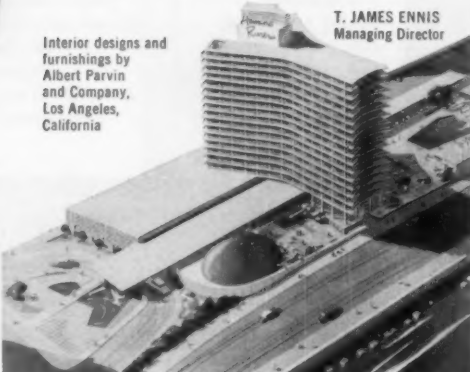


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## WHY SKYTOP?

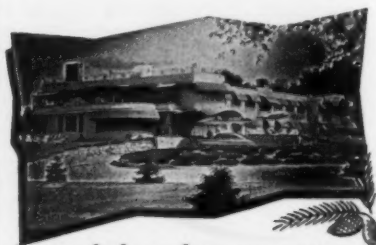
For executive meetings and top management groups Skytop Club, in the nearby Pocono Mountains, is the undisputed leader. This scenic 5500-acre estate provides complete isolation and every physical attribute for group meetings—10 to 300.




- ★ Private club atmosphere, distinguished service
- ★ Easily accessible (only 100 mi. from N. Y. and Phila.)
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- ★ Outstanding cuisine — private dining rooms
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years to the distributor or retailer so the entry of the company on a national level did not always constitute a new expense.

Advantages of the national firm doing the exhibiting job are obvious. Since the company on a nationwide basis usually maintains a sales service or exhibits division to represent it in trade shows, it is comparatively simple to expand this department enough to cover a representative sampling of major regional fairs. Display material, professionally produced to carry the exact message of the sales department, does a far better job on the scene than an amateur display put together by the distributor or retailer. With professional personnel in attendance, the large volume of inquiries are not only handled properly and correctly but the distributor's and retailer's personnel are not disturbed in their essential year-round duties for their employees.

#### Reason for Trend

Paramount and basic reason for this trend of national firms to exhibit in public fairs, though, is that in today's highly competitive fight for business survival, companies no longer

feel that straight media advertising—periodicals, radio-television and outdoor—should be expected to carry the entire sales story of a company and its products.

Spot cooperative promotions with large department stores and retail chain stores have convinced many companies of the concrete benefits that can be obtained from *direct contact* with consumers themselves. Obviously, the simplest and least expensive way to reach these consumers is in the highly concentrated cross-section

that makes up today's fair audience. Average healthy regional fair will parade more interested people past an exhibit in a week than a large store could provide in six months.

#### Expanding Medium

Sales management is daily becoming more aware of the need for this amalgamation of sales promotion and visual advertising and, though nearly every firm differs in its departmental

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**FOR KNOW-HOW:** An experienced, imaginative, Convention Staff will be on hand to offer you new and helpful convention ideas.

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# the Jefferson hotel

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## Outstanding Facilities at Sensible Prices

If you plan to hold a convention or sales meeting in Atlantic City, it will pay to investigate the facilities at the Jefferson. Atlantic City's leading moderately priced hotel. Famous for its excellent cuisine and outstanding facilities, the Jefferson's completely trained convention staff is your assurance of a most successful meeting.

- **UNEXCELLED LOCATION** — in the heart of the resort, convenient to railroad and bus terminal.
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Atlantic City's Newest & Finest  
Completely Air Conditioned

responsibility for exhibiting, use of exhibits as an advertising and sales promotion medium in the exposition continues to expand rapidly.

### Outlook Improving

As a result of the number of national corporations now exhibiting in fairs, the overall look of the fair itself, as far as its exhibit phase is concerned, is improving decidedly.

The newer outdoor exhibit is today an architecturally designed and landscaped plot, excellently lighted and well able to attract and handle business day or night in comfort. Old exhibit it replaced usually consisted of sawdust, a rented tent, a barrel for free water and some of the company products spotted around. Since there was no interest, this type of display usually shut down at sunset.

Indoor exhibits are where improvements have shown up the most, however. Locally sponsored exhibits all too frequently depend for a designer on the exhibitor's wife whose idea of a background display is yellow crushed plush drapes with a huge cut-out sign in day-glo pink. Net effect is shock. (This usually causes people to overlook the products displayed and to otherwise avoid all other exhibits near this one.) There was a deadly sameness about the long avenues of exhibits of this type.

### New Exhibits

Entry of the national exhibitor into the fair scene has given this look a decided shake-up. Today many of these new exhibits are beautifully designed and constructed, laid out to attract and handle potential customers and to carry the sales message in accord with the national campaign. Lighting, which was once completely neglected as a display tool, is now used subtly to enhance the appearance and effectiveness of modern displays. Lighting is only beginning to come into its own in this application.

With this more sophisticated "look" in exhibits at fairs, audiences respond with better attendance from a wider area and with more pronounced interest in individual exhibits. In turn, fairs themselves, under stimulus of these improved displays from big national clients, feel it necessary to improve services to exhibitors and to improve exhibit halls themselves. It is safe to say that, in spite of the millions of dollars of taxpayers' money that have gone into municipal auditoriums and exhibit halls, some of the nation's finest exhibit facilities are

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Yes, we counted them—only 58 steps from our 58th St. entrance to your exhibit at the Coliseum.

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**1200 Rooms**      **1200 Baths**  
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You'll enjoy the Voyager Room featuring Entertainment by name bands. Now open—New Chart Room Bar and Restaurant.

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Order from Frank D. Jackson,  
**JACK-BILT, 906 Central St., Phone VI 2-5068**  
Kansas City, Mo.



found in its fair and exposition plants.

Many firms, committed to their own vertical trade shows only, have always contended that a horizontal-type public show was no place for them. However, national companies that have ventured into the lucrative public fair field have discovered that money spent stimulating the consumer level in this way, automatically is reflected in that area in prosperous dealers whose orders help insure success of the company's participation in the next vertical show in that area.

### Buyers Attend

A strange by-product of the above finding also, is that in the great cross-section audience provided in the finer industrial fairs, the company will find most of the same trade show buyers who attend their regional trade shows except that on this occasion the buyer is in a little more of a holiday mood than at a completely vertical show. Many companies report doing some business and creating much goodwill with these business visitors. For this reason, our larger exhibitors buy and mail out some 20,000 tickets before our fair each year to their business contacts in this area, inviting them to attend as their guests and to drop by their exhibits for a friendly visit. This is considered very valuable by companies who have been doing it.

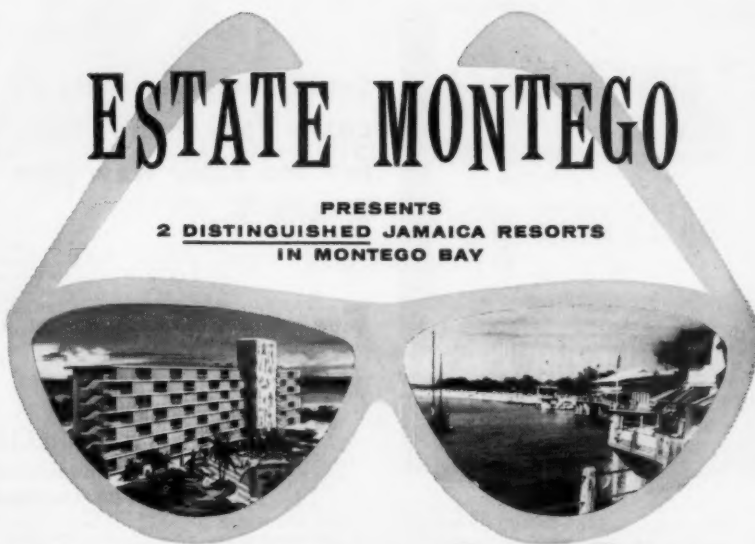
### Mounting Enthusiasm

We see a mounting enthusiasm for this medium of advertising and promotion on the part of national organizations. We receive numerous comments from them to prove this point. To illustrate, one national trade association with a small display in our fair last year reported 275,000 persons visited its booth and among the 7,327 persons who filled out a survey, 501 cities in 24 states and two foreign countries were represented. Many other such examples bear out this enthusiasm.

Fairs are no longer a cliché of overalls and sawdust, tent shows and country yokels. They are a tremendous public relations force bearing upon a complete cross-section of the nation's people and well able to not only amuse but to educate. Starting in age with virtually every school child, the fair is today an important part of some 85,000,000 Americans' annual habits. In this respect, no other institution open to commercial exploitation can remotely approximate it for its ability to mold public opinion in all ages and among all economic groups. ♦

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In a Western Hotel you will find ample auditorium and display areas—meeting and banquet rooms—sound and visual equipment—and ideal delegate and executive accommodations.

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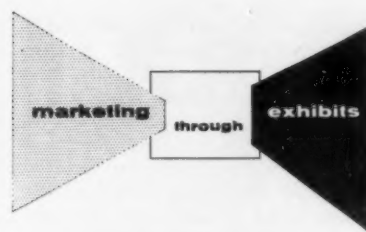
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For more information regarding the facilities offered by any Western Hotel, and the group as a whole, please address: Western Hotels, Inc., Olympic Hotel, Seattle 1, Wash.



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Small company finds its costs for single show are too high. New plan results in . . .



## Five Shows—Price of One

BY WILLIAM L. PECK

Manager, Advertising and Sales Promotion  
The Raymond Corporation

Job of everyone charged with advertising and sales promotion in times such as these is not to spend less money but to make his advertising dollars go further. In small businesses this is especially important. All activities have to prove their value. Trade shows offer a good example of sales promotion expense that can be con-

trolled and made to yield greater returns.

Until recently The Raymond Corporation looked upon its single annual participation in a trade show as a necessary expense. As a small company, employing less than 400 people, we felt that once a year we should "blossom out." A trade show seemed

Advertising & Sales Promotion Procedure Sheet		Project: 23rd National Exposition of Power and Mechanical Engineering New York Coliseum Dec. 1 - 5, 1958 21.2 Marketing Adv/From Jan. 3, 1958 Responsibility: Executive V.P. Marketing Div. Delegated to: Mgr. Adv/Sales Promotion
<b>OBJECTIVE:</b> To show newest product developments to best possible audience in last quarter of 1958.		
<b>POLICIES:</b> 1. Operate within \$2500 budget 2. Engage receptionist locally 3. Show only latest products 4. Concentrate on getting inquiries		
<b>PLANS:</b>		
<b>What</b>	<b>Who</b>	<b>When</b>
1. Order Space	Mgr. Adv/From	Jan. 3, 1958
2. Decide on Products	Development Engrg. Adv/From Mgrs.	Sept. 8, 1958
3. Order Products from Mfg.Div.	Mgr. Adv/From	Sept. 8, 1958
4. Plan Booth	Mgr. Adv/From	Sept. 15, 1958
5. Order Show Services	Mgr. Adv/From	Sept. 15, 1958
6. Make Hotel Reservations	Mgr. Adv/From	Oct. 1, 1958
7. Engage Receptionist	Mgr. Adv/From	Oct. 15, 1958
8. Plan Publicity	Mgr. Adv/From	Oct. 1, 1958
9. Arrange transportation of equipment	Traffic Mgr.	Nov. 1, 1958
10. Arrange Personnel transportation	Traffic Mgr.	Nov. 1, 1958
11. Attend Show	Peck, Hill	Dec. 1 - 5, 1958
12. Return Equipment to Greene	Adv/From Mgr.	Dec. 10, 1958
<b>EXPECTED RESULTS:</b>		
1. Maximum number of inquiries 2. Measure of interest and acceptance of new products 3. Timely publicity on new products 4. Increase recognition of Raymond as leader in developing new material handling products. 5. Increased Sales		
<b>REPORTS:</b>		
1. Show report 2. Inquiry report 3. Expense reports 4. Operating statement (December) 5. Publicity files 6. Comments from sales representatives 7. Sales reports		

PROCEDURE SHEET for each show is combination timetable and check list.

SALES MEETINGS/Part II SALES MANAGEMENT



## A Distinguished New Setting for Your Convention



**OPENING NOVEMBER 1958**

**400 Acres of Resort Elegance Unsurpassed in All the World**

Every facility for meetings from 10 to 1,000...  
8 meeting rooms or combinations...550 Luxurious  
Guest Rooms...Tournament Golf Course...  
Championship Tennis Club...1,000 feet of  
Private Beach...Cabana Club...Yacht Basin...  
Garage for underground parking...Incomparable  
cuisine for banquets or dining 'round the clock...  
Magnificent gardens...additional informality  
with individual, private parking at Diplomat  
West...2 coffee shops...3 swimming pools...  
supper club with entertainment by top names  
in show business...shopping plaza...located  
in an undisturbed 400 acre estate-setting—  
but just minutes from thoroughbred and  
greyhound racing...Jai Alai...and deep sea  
fishing in the blue waters of the Atlantic.



Write now for more information:  
**IRVING TILLIS**  
Director of Sales

**GEORGE E. FOX**  
Managing Director

**World Capital of Distinguished Resort Luxury**



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HOTEL and COUNTRY CLUB

**ON THE OCEAN, HOLLYWOOD BEACH, FLORIDA**

MAY 2, 1958

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Flags  
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Projectors  
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Record Players  
Service Crew  
Screens  
Tables  
Barber Shop  
Beauty Salon  
Cabanas  
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Promenade  
Solaria (Men and  
Women's)  
Special Service  
Manager  
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Valet Shop

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Contact: Joe Daniels  
Leonard Hicks, Jr., Inc.  
505 North Michigan Avenue  
Chicago 11, Illinois  
Phone: MOhawk 4-5100 Teletype: CG 1264

#### **Washington Office:**

Contact: Warren Erickson  
Leonard Hicks, Jr. & Associates, Inc.  
1145 — 19th St., N.W.  
Washington 5, D. C.  
Phone: EXecutive 3-6481 Teletype: WA 279

#### **New York Office:**

Contact: Hugh Stevens  
Leonard Hicks, Jr. & Associates, Inc.  
65 West 54th Street  
New York 19, New York  
Phone Circle 7-6940 Teletype: NY 1-425

#### **Cleveland Office:**

Contact: Warren Lewis  
Leonard Hicks, Jr. & Associates  
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The 1958 Season marks the opening of the newly enlarged Starlight Room, comfortably seating convention groups up to 600.

## BELLEAIR, FLORIDA

More than the extensive convention facilities and ideal physical layout, it's the friendly spirit and old-fashioned hospitality that attract so many groups and conventions to the Belleview-Biltmore. Cheerful, efficient service from the moment you step across the threshold. Accommodations for groups up to 600. 36 holes of championship golf on the grounds. Complete Resort Facilities.

Groups from the following companies were recently entertained at The Belleview:  
Esso Standard Oil, Travelers Ins. Co., Beneficial Mgmt. Co., Pure Oil Co.,  
New York Life, Aetna Life, Northwestern Mutual Life, Ice Cream Mfgs. Assn.,  
I.B.M., Amer. Dermatological Assn., Gen. Cable Co., Nat'l. Lumber Mfrs. Assn.

**DON CHURCH, Manager**

like the best place to show off improvements that had been made in the past 12 months.

Space enough was taken at each show to display every product in our line. The usual hospitality suite at a nearby hotel made it possible for us to entertain friends, sales representatives and prospective customers. Members of the organization from the president down to the latest recruits in sales and engineering departments attended each show. No reasonable expense was spared to make it successful.

We often debated afterward whether the show booth or entertaining had done the greater good to build our future.

### Not Getting Value

Two years ago trade show expenses were examined and it was decided that we were not getting value received. Inquiry costs from shows were much higher than those from trade paper advertising. Over the years, show expenses had gradually become very much out-of-hand. It was admitted that the cost could not be justified even under the head of institutional advertising. As a result of this study a new policy was formulated that made it possible for us to schedule five shows in 1958.

Success of the new program can be attributed to careful planning and a realistic sense of values.

A separate budget is set up for each show. All unnecessary expenses have been cut. Hospitality suites and expense-account entertaining have been eliminated. All shows are set up with a specific objective in mind — to introduce and demonstrate our newest products, get qualified inquiries and recruit new customers.

### In More Shows

Under the new plan it is possible to participate in shows that will test the acceptance of our products in specific industry classifications. Geographical boundaries of our market have been extended. By participating in more shows we are better able to sense marketing trends, get new ideas for sales promotion and see what competition is offering.

To get value received for participating in trade shows, certain policies were established; smaller and more modest exhibits have been planned. Only new products are shown. The booth is attended by one or two trained men assisted by a local girl



**RAYMOND**  
The RAYMOND CORPORATION  
Greene, N. Y.

Date \_\_\_\_\_

COMPANY NAME \_\_\_\_\_

STREET ADDRESS \_\_\_\_\_

CITY AND STATE \_\_\_\_\_

ATTENTION OF \_\_\_\_\_ TITLE \_\_\_\_\_

Send complete information about \_\_\_\_\_

PRODUCT \_\_\_\_\_

Special Remarks \_\_\_\_\_

Discussed ☐ Demonstrated ☐ Send Literature ☐ Quote ☐ Call at Once ☐

Interviewed by \_\_\_\_\_

Referred to Representative \_\_\_\_\_

SHOW INQUIRY FORM NO. 100

INTERESTED PROSPECTS are registered on this form which has a carbon duplicate.

who registers visitors and writes requests for information on a special show inquiry form. When additional booth personnel is needed, usually it can be recruited from a local Raymond sales agency.

#### First Allocate Funds

In planning show activities for a full year, first step is to allocate funds in the annual budget. After the overall budget is approved it is decided just which shows will be attended and separate budgets are set up for each one.

A procedure sheet is then written for each specific exposition. In it our objective and policies are defined. Under planning, all things are listed that have to be done. Responsibility is delegated and dates set for completion of each job. A special folder is made up for each show and the procedure sheet is pasted in the front cover. All information, copies of correspondence, and other matters pertaining to a specific event are contained in this single folder. When the project is completed the folder is filed together with a final report on the success of the show.

#### Policy Has Paid Off

Raymond's new policy has paid off in ways that can be measured. Exact cost of each show, for instance, is known. By dividing the number of written leads into the total expense, an accurate cost-per-inquiry figure can be ascertained. Show inquiry costs, incidentally, are currently running less than half the cost of those

## Convention in Europe?

# STOP SHOP at Shannon FREE AIRPORT IRELAND

Ensure the success of your convention in Europe with a stopover at Shannon. Visit the fabulous TAX FREE, DUTY FREE Shannon Gift Shop for the world's most fantastic shopping bargains. Beautiful Irish linens, tweeds, lace, glassware, etc., at tremendous savings. Whiskies and liqueurs, French perfumes, German cameras, Swiss watches and many

other exclusive European gifts at far below retail prices.

*Conventionally, in Europe, Shannon is a must!* Write NOW for Gift Shop literature and for details on Shannon's "Songs of Erin" Tours to:

MISS H. SHANNON  
33 East 50th Street  
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Distinguished cuisine and service, plus luxurious comfort and the privacy of a 350-acre estate have established Grand Hotel as a favorite resort for discriminating guests. Add to these features the finest of meeting rooms and you have all the facilities you could ask for a successful, enjoyable meeting! Available all year, except March and April.

Maximum 200 persons (120 double rooms and suites)

For Convention Information Kit, write James H. Pope, Convention Manager, or Harry A. Peters, Jr., Director of Sales

**GRAND HOTEL • POINT CLEAR • ALABAMA**  
Murray Stevenson, Vice President

### Hotel Claridge Has Coined A New Word!...

## "Conventionship"

Yes, we've coined a word to describe the proficient manner in which conventions at the Claridge are handled. This claim is based on: 1. Our complete convention facilities; 2. Our advantageous location (practically next door to the Memphis Convention Hall); and 3. And most important of all, Claridge Conventionship is based on our experience. Investigate Claridge Conventionship we've demonstrated it time and again... and we're ready and waiting to serve you and your group. Write, wire or phone for details.

**Hotel Claridge**

MEMPHIS  
ROY D. MOORE  
DIR. OF SALES

MEETING ROOMS FOR  
10 TO 10,000

2 BLOCKS FROM  
CONVENTION HALL

100% AIR  
CONDITIONED

CLOSED CIRCUIT  
TV

PROJECTORS  
AND SCREENS

ROOMS NEWLY  
REFURBISHED

CONVENIENT  
GARAGING

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**CINCINNATI'S LARGEST  
AND LEADING  
CONVENTION HOTEL**



**HOTEL  
SHERATON-GIBSON**

**Complete Convention Facilities**

**1,000 SLEEPING ROOMS**

**95% AIR CONDITIONED**

**ALL WITH TV AND RADIO**

**5 DINING ROOMS**

**24 Meeting Rooms ranging in  
capacity from 10 to 1700**

TELEPHONE MAin 1-6600  
TELETYPE CI-559

Ann Kroger, Sales Manager

**HERE'S HOW**

A successful convention, like a good cocktail, is not only stimulating—it leaves a good taste in your mouth. Why not sample our old family recipe for mixing business with pleasure. We're inclined to believe you'll be back again for another round.



**CHALFONTE—HADDON HALL**

on the Boardwalk, Atlantic City, N.J.  
Owned & operated by Leeds & Lipincott Co. for 68 years

Write for illustrated folder

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J. H. LIPPINCOTT, JR. • E. D. PARRISH  
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LAWRENCE B. RAUGH • GUY E. BROWN  
JAMES E. KNAUFF

from trade paper advertising. Because show inquiries are written individually, sales resulting from such inquiries can be checked.

Participation in five shows, spaced out through the year, allows us to show our newest products as soon as they are ready to be introduced. By attending more shows, the Raymond name is becoming better known. Its publicity is reaching a much wider audience. Several shows each year,

held in different cities and in different sections of the country, give extra help to our sales representatives in those areas. This results in their great enthusiasm and increased sales effort on our behalf.

Participation in five shows instead of one is worthy of consideration when it can be done at no extra cost. Real benefit—one that counts most—is that increased use of trade shows has helped us ring up more sales. ♦

## Complainers Do Poorest Job

Many companies have had the unsound idea that they "couldn't spare" key men for a week or 10 days at a time to man a booth at a trade show. But, gradually this thought has been abandoned. It has become obvious that you cannot send the stock clerk, because he is the most easily spared, and expect sales results.

Many articles have been written on how important it is to have adequate and properly trained personnel in attendance during all show hours. While exhibitor firms are coming more and more to recognize the truth of these statements, as with every thing, there are still some violators.

A couple of years ago, Fred J. Tabery, who manages a number of important trade shows, started a unique system that has worked wonders in shows under his supervision.

Convinced that a properly planned trade show display, with adequate and well-trained booth personnel, could not help but produce results, Tabery was always a little suspicious of the exhibitor who chronically complained that the show "is no good for me."

He was willing to recognize that in a few instances, it might well be that a firm could go into a show whose attendance did not have the interest in the products or services that the firm might have anticipated. But, with present-day information on the type of attendance attracted by most major shows, and various analyses available to the exhibitor who plans carefully in advance, this cause for failing to get the most out of the show is remote.

So Tabery started a little checking on his own. He had members of his staff take a spot check on the exhibit

floor at various hours of the day. They would make notes on booths they saw inadequately or improperly staffed.

Tabery says he remembers well the look on the face of the exhibitor who was the first to come to his office after this spot check. The exhibitor complained, "I don't think the show is going too well."

"Naturally," says Tabery, "I wasn't absolutely sure that my theory was going to prove itself and so I moved cautiously this first time. I asked him his company name and booth number and then before I gave him any response, I glanced carefully at my daily charts. I must say I was no little pleased to find his booth was one of the ones on the list with the most marks indicating lack of personnel in it during various hours."

Tabery, now armed with fact, presented the spot check to the complaining exhibitor. "He started to stutter and stammer," says Tabery, "and then he got very serious and said, 'Let me see that.'"

That was the first, but not the last, exhibitor who has come with a like complaint and been startled by the facts. "Actually, over the years, we have had few such complaints in comparison to the number of exhibitors with whom we have dealt," says Tabery. "It is most interesting to note that, almost without exception, when they do come, their booth is 'on the list.'"

Tabery feels that exhibitors are becoming better educated along these lines, but feels that too much emphasis cannot be put on the importance of proper personnel. "It's the old story of not sending a boy to do a man's job," he says. ♦



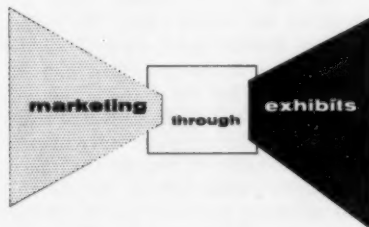
TAKE driving test, then . . .



REGISTER name and address.

## Sells Safety (and Insurance) with Audience Participation

Allstate Insurance Co. uses driving test to plug for highway safety and develops long list of prospects. Visitors channeled from driving test to agents who try for sales.



Participation in the huge Chicago-land Fair last May was a departure for Allstate Insurance Company. Prior to this venture, Allstate's participation in exhibitions had been limited to smaller state fairs on a strictly local basis. Decision to participate in Chicago's great exhibition in 1957 brought to the company for the first time the problem of preparing an exhibit that could compete with the lavish and colorful displays of large Midwestern corporations whose products were perhaps more glamorous than insurance.

Allstate, although a multi-line company, is best known for auto insurance, on which it has based a phenomenal growth from its founding in 1931 to its present position as one of the largest auto insurance writers. One of its major public relations activities has been in the field of accident prevention and traffic safety. Since traffic safety has almost uni-

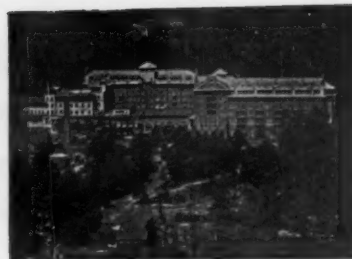
versal interest, the company decided to feature this along with its product line in its Chicagoland Fair exhibit.

### Crowds a Problem

Of more than 250 exhibitors at the Chicagoland Fair, Allstate's was one of a dozen or so whose exhibits permitted audience participation — and control of eager crowds became the biggest problem at the Allstate exhibit. Each day during the two-week fair, thousands waited patiently in line to take the driver reaction test that was the feature of the insurance company's presentation and, incidentally, were exposed to Allstate's sales presentations through a staff of company representatives and by means of eye-catching displays.

Allstate's limited exhibition experience in local county and state fairs had indicated that people prefer exhibits in which they can participate by *doing* something other than just looking at displays. From its activities in the field of traffic safety, the company knew that a driver reaction testing device was a crowd pleaser that challenged members of an audience to test their reactions against the clock.

Driver reaction tester consisted of a mock automobile driver's seat com-



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Now \$8,000,000 new! No hotel in the midwest can match The Drake for unsurpassed convenience, location, facilities. 4 major meeting rooms accommodating up to 800, plus 16 committee rooms for functions of 12 to 300. 700 guest rooms. 100% air conditioned. May we tell you more? Phone or write for brochure.

G. E. R. FLYNN,  
Vice President—Sales  
H. B. RICHARDSON,  
Convention Manager



**The Drake**  
HOTEL

LAKE SHORE DRIVE AND UPPER MICHIGAN AVENUE  
SUPERIOR 7-2200 • TELETYPE NO. CG1586

plete with steering wheel, brake pedal and accelerator. Mounted on a panel in front of the person being tested were a red and green light and two arrows to indicate turns. Once the "driver" was seated comfortably, with a good grip on the steering wheel and his foot on the accelerator, the operator of the testing device threw a switch which activated the mechanism. In a predetermined cycle, red and green lights would flash or one of the arrows would light up. As the person being tested turned the wheel, or stepped on the brake pedal or accelerator in response to signals, a timing device (visible to the operator, but not to the subject tested or other members of the audience) would record the speed of his reactions.

### Sent to Agent

At the end of the one-minute testing period, the operator would fill out a card indicating that the subject had taken the test, and sent him to the rear of the exhibit where a company agent would help him fill out the rest of the card. This made him eligible for a drawing for a color TV set which was awarded at the close of the fair.

As the person passed from the front of the booth where the driver testing devices were located to the rear where an agent helped him fill out his card for the drawing, he was exposed to posters, placards and maps which told the company story of protection and service through insurance. The agent, while helping the individual complete his card for the drawing, was able to make a quick sales talk on the superiority of Allstate products.

### Traffic Control

Floor plan of the Allstate exhibit was worked out carefully to channel



Start...  
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Cleveland, Ohio GL. 1-4243



The New  
**ADMATIC**

Sells and Tells your story continuously with 30 color slides.

New **CINEMATIC** continuous trouble-free cabinet projection for your 16mm movies. Rent or Buy.

SME

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1245 Chicago Ave., Evanston, Ill. • Ph: DA 8-7070



the flow of traffic from the driver testing machines through the Allstate displays and literature, and finally to the agent. To make sure that the agent would have a bit of time to talk to each person moving along the traffic flow, Allstate tied in the testing machine results with the giveaway of the color TV set.

### Anticipated Interest

Anticipating public interest in the driver testing machines, and wanting to eliminate the tremendous bottleneck that might be occasioned by a single machine, Allstate arranged for three machines to be used at the entrance to the exhibit.

Attractive feminine employees operated driver testing machines throughout the exhibit. Girls worked in crews of four, one girl to each machine, with the fourth serving relief duty. A male supervisor from Allstate public relations department was in charge of this phase of the operation and had been trained to make minor repairs and adjustments on equipment if the need arose.

### Switched Sales Crew

Sales crew at the rear of the exhibit was under the control of a sales supervisor and changed daily so that each member of the company's Chicago area sales force had the opportunity to serve at the fair.

More than 75,000 persons passed through the Allstate exhibit enabling Chicago agents to draw up valuable lists of insurance prospects.

### Wrote Policies

In addition, a number of policy applications were written at the exhibit (a contingency which had been foreseen and prepared for by providing tables and chairs out of the traffic flow where agent and prospect could talk fully and prepare insurance applications). At least 50 applications were written on the spot during the two-week run of the fair.

### Follow-up Sales

In addition to applications actually written at the fair, many others have been written during the intervening months as a direct result of leads obtained there. Of even greater value, perhaps, was the attention which Allstate received through its emphasis on

Sunny and happy... charming and carefree  
and Oh, so very beautiful!

*Jamaica*

WEST INDIES

is the place to go!

Now I know why so many of my friends said, "Jamaica is the place to go!" Jamaica is really different, exciting and so romantic. Scenic mountains, white sand beaches and Jamaica's crystal-clear waters are thrilling. Calypso music and exotic native entertainment will hold you spellbound. Wonderful food served *à la frescos* is a unique Jamaican custom.

There are sports of all sorts and captivating sights you won't want to miss. You can save up to 50% on fine British and European imports in "Free Port" shops.

Jamaica is lighthearted and gay, so come prepared for pleasure you'll always treasure. But... come soon!

**NOW—no tourist landing tax...**  
another example of Jamaica's hospitality



Summer rates are low  
...so are fares

Consult your Travel Agent

FOR SPECIAL

**ALL-EXPENSE  
VACATION PLANS**

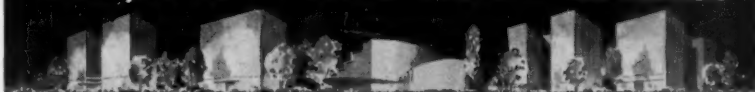
Jamaica is served by 8 international airlines  
GRACE LINE Cruises to Jamaica every Friday from New York. To New York every Wednesday from Jamaica.  
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Write for full-color folder... IT'S FREE!

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CHICAGO • MIAMI • TORONTO, CANADA • KINGSTON, JAMAICA, W.I.

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*Complete Convention Facilities*



**TWO BLOCKS OF BANQUET AND CONVENTION FACILITIES FOR 12 TO 1200 PERSONS  
IN 5 TO 500 ROOMS WITH 90,000 SQ. FT. OF EXHIBIT SPACE.**

Within easy reach of every  
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In the heart of Miami Beach. New, Modern, the di Lido is the only 350 room fully-equipped oceanfront Convention Hotel within walking distance of the Miami Beach Auditorium and new 15,000 seat Exhibition Hall. This plus our staff's years of experience and skill in imaginative convention planning... facilities for groups up to 1000... and every possible service assures you a successful convention. — Contact Frances Crane, General Sales Manager, or James Carroll, General Manager.

- Ballroom-Banquet Room • 5 Meeting Rooms
- 100-seat Theatre for small meetings
- Complete Recreational Facilities
- Two Pools • Beach • Cabana Colony
- Supper Club • Coffee Shop
- Dining Room
- Two Cocktail Lounges

COMPLETELY  
AIR  
CONDITIONED



Wire, call or write for complete detailed information.

**400 FT. of OCEANFRONT at LINCOLN ROAD • MIAMI BEACH**



traffic safety—a public relations value which helped impress on thousands the fact that the company was a leader in the promotion of safe driving and driver education programs. ♦



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Aetna Casualty and Surety Co., an affiliate of Aetna Life Insurance Co., also uses "driver testing" equipment in its exhibits. Unlike Allstate, however, the Hartford, Conn.,-based company bans all "sell" in its booth, terming its exhibit "a public service conducted in the interest of highway safety."

Aetna "Drivotester" is sponsored at some shows by the company, but in most cases the company acts a co-sponsor in conjunction with a metropolitan newspaper. Aetna supplies the Drivotester plus a trained attendant to operate it and to serve as a safety specialist for public appearances, TV shows and other promotions. Newspapers provide the exhibit space and handle the promotion.

Aetna provides its agents in the exhibit area with promotional material which they use to publicize Drivotester's appearance in their city. These include mailing stuffers, window displays and counter cards. In many cities, reports H. C. Lawton, superintendent of public education, local Aetna agents take advertising space in newspapers to urge the public to take the Drivotester examination. "In all of this material, however, there is no insurance sales message," says Lawton. "Agents merely are identified as representatives of the company which has developed Drivotester." ♦



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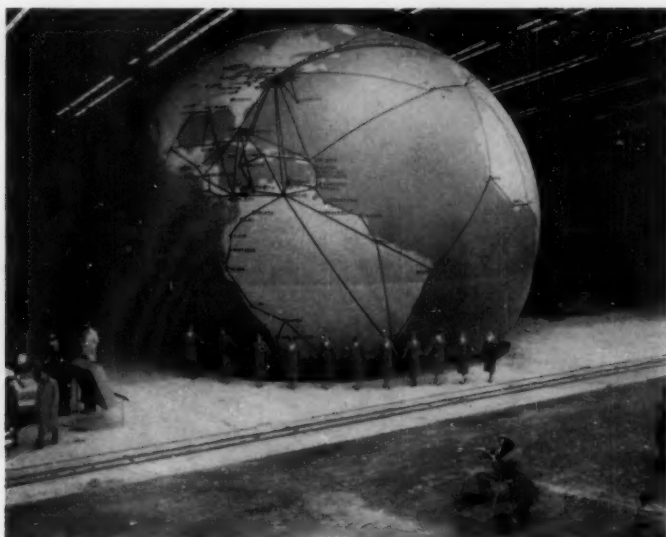
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Visitors to Pan American World Airways' pavilion at the Brussels World Fair will be able to "take a walk around the world." Pan American exhibit will be a vinyl-coated nylon globe representing the world. Globe, supported by air pressure from continuous blowers inside, will contain a 160-seat theater. Continents and islands of the world are painted on the exterior with Pan American airline routes represented by red lines. Globe measures 52 feet in diameter.

At Brussels a walkway shaped like an elliptical satellite ring will be constructed around the globe. After viewing a show inside the globe, visitors will be able to stroll along the walkway for an overall view of the surrounding pavilions.

After the fair, Pan American will exhibit the globe in the U.S. to publicize its new jet flights slated to start in the fall of 1958.

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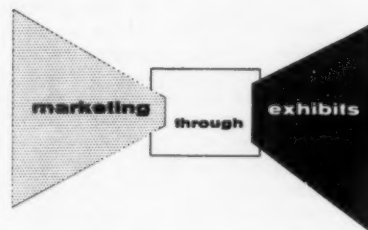
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### G. C. KUBITZ

Vice-President in Charge of Sales, Mirro Aluminum Co.

Why enter a national trade show when your featured product has not even reached the production stage?

That is exactly what Mirro Aluminum Co. did in February when we exhibited at the National Boat Show, Chicago.

Our reasons for entering the show at that time seemed quite valid. The decision, however, brought with it a number of weighty problems.

### Decided in August

Although Mirro contemplated building aluminum boats for a number of years, first definite plans for such an undertaking were originated during a meeting of sales, production and engineering people in August, 1957. Final decision was based primarily on a market research survey made by our New Product Ventures division.

Survey was both detailed and extensive. It showed conclusively that the market for outboard pleasure boats, made of aluminum, had almost unlimited possibilities. Family income and family leisure had increased considerably over the past decade, a major reason for the upswing in consumer demand for sporting goods and recreational equipment.

Decision having been made to enter the boating field, it was then necessary to acquire the services of a top-flight naval architect. We were fortunate in contracting David Beach, a well-known designer with considerable experience in the outboard field.

### Tentative Schedule

A tentative schedule was now necessary for the purpose of channeling responsibilities for the project. Al-



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though plans called for production and distribution of Mirro-Craft boats during 1958, we realized it was quite possible that production models would not be available until the 1959 season.

It was, however, considered essential that two Mirro-Craft pilot models be ready for National Boat Show, Chicago. That left us with six, seemingly short, months to come up with two 16-footers which to date were not even on the architect's designing board.

During this relatively short period, a multitude of details had to be ironed

out and promotional and publicity material prepared.

Following completion of Beach's assembly drawings, work was started on the first Mirro-Craft boat. This involved a slow and tedious procedure as all assembly was done by hand operations.

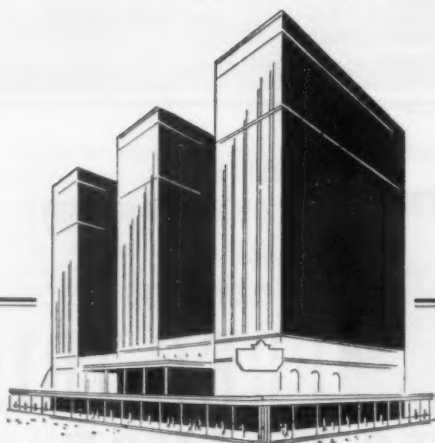
### Three Months to Show

Finally, less than three months from show time, our first Mirro-Craft model entered the waters of a

small lake several miles from Manitowoc, Wis., our headquarters. On paper the new runabout looked good; deep and wide for safe family boating and ideal for the new, extra-powerful outboard motors. Question was how would the boat react to the extremely rough testing period ahead and would a number of time-consuming revisions in design be necessary.

For the next few days engineers filled notebooks with statistical information on the boat's performance and stability. Beach's drawing board design proved itself without a doubt in the choppy lake waters and was ready for production.

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### Handmade Boats

Next on the agenda: fabrication of two handmade Mirro-Craft exhibit models for shipment to the National Boat Show by the latter part of January.

On Feb. 7, thanks to excellent company teamwork, our two handmade models appeared, as scheduled, at the Chicago Amphitheatre. Haste of the past months now seemed worth-while as both dealer and consumer reaction was favorable to the new craft.

As a well-established fabricator of

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DON B. GRADY, Gen'l. Mgr.  
ANGIE BARKER, Sales Mgr.

aluminum cook ware, giftware, toys and contract parts, our entrance into the boat field was newsworthy to the degree that coverage of the event in newspaper, trade and consumer publications was excellent. This initial publicity helped pave the way for further acceptance for our product during the show and in the months to follow.

### Enthusiastic Response

Both dealers and consumers were particularly enthused with the high degree of stability inherent in the boat's extra-wide, six-foot beam and its styrafoam flotation for added safety in family boating. They also expressed approval of the wide stern which provides greater lifting power so advantageous in skiing and other water sports.

Production and distribution of Mirro-Craft boats will, undoubtedly, be limited during 1958. Why then the rush to complete pilot models for the 1958 boat show?

For one thing, entering this year's show gave our newly-organized boat sales division the chance to "get its feet wet," rather than wait six months or a year for another show. It gave salesmen the opportunity to develop

personal contacts and to learn more about this new field after years of sales experience in cook ware, giftware and toy field.

### Learned Potential

Then, of course, it gave us a first-hand account, from dealers and consumers, of what the manufacturer can do to help improve this potential boat market. We also realized the importance of lining up Mirro-Craft dealers at an early date to assure our

company a healthy share of boat sales in the following year.

Perhaps our entrance into the show, without a production model, seems somewhat premature. However, we believe it was a very profitable experience for our company. Our reasons for entering the February show probably can be summed up best in the words of one Mirro executive.

"Why give our future competitors an extra year to develop their boat business?" he said. "Let's make sure that Mirro-Craft is among the exhibitors at the 1958 show." ♦

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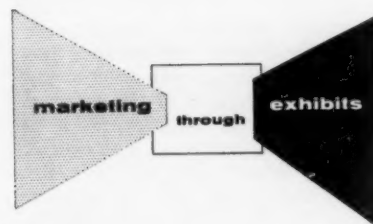
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write the hotel direct or consult John A. Tetley Company, 3440 Wilshire Blvd., Los Angeles; phone: DUnkirk 8-1151; Fairmont Hotel, San Francisco, phone: Exbrook 7-2717; Leonard Hicks, Jr. & Associates, 505 North Michigan Avenue, Chicago 11, Ill. Phone MOhawk 4-5100.

**Study of exhibit practices turns up several surprises.**



## Do You Measure Exhibit Effectiveness?

**BY THOMAS W. WILSON, JR.**

Bigger a company is and the more industrial shows it goes into as an exhibitor, less likely it is to measure sales resulting from its show participation.

This is one of several surprises turned up by a survey of exhibitors of the 7th National Materials Handling Exposition, staged in Philadelphia last year. Study covered 111 exhibitors out of 222 surveyed by written questionnaire after the show.

Only 30% of companies with a sales volume over \$50 million a year or those that go into at least eight shows a year measure sales resulting from show participation. Average for all companies indicates 44% attempt to measure show-stimulated sales.

While 44% of exhibitors at Materials Handling Show measure sales, only 20.7% consider sales made at or as a result of a show the most useful criterion for measuring show participation effectiveness.

Most popular method used to measure effectiveness of a company's show participation is number of contacts made at a booth or leads gathered by booth personnel.

Two out of every 10 exhibitors have no formal follow-up system to insure that calls are made on leads or contacts secured at a show, according to the study. Again, a surprise: It wasn't the smaller companies that

failed to follow-up contacts. Of 14 companies with sales of more than \$50 million, only 65% use a follow-up system.

Although efficiency of booth personnel has been a subject of much comment in the last two years, still 80% of exhibitors admit that they have no special training for salesmen who man their booths. Larger companies and those who exhibit in more than five shows a year are more inclined to train men for exhibit duties. However, in no category of exhibitors (by size of company or number of shows used in 1957) did the percentage of "yes" answers to the question on booth personnel training run over 45%.

While only two out of 10 exhibitors train their men for exhibit work, even less attempt to evaluate their performance. Something close to 10% measure booth personnel efficiency.

What would you say is the function of your display at an industrial show? According to this study, one out of four companies says that the major job at its display is to attract attention. A little over half of respondents list "impress viewer with specific sales features of product" as most important function of their show displays. About one out of 10 companies considers impressing a show visitor with the company or product name as the major function of an ex-

### From Thesis on Exhibit Effectiveness

Data for this article comes from a thesis, "Measuring the Effectiveness of the Industrial Trade Show Exhibit," prepared by Thomas W. Wilson, Jr., in his work toward the degree of Master of Business Administration at the Wharton School of Finance and Commerce, University of Pennsylvania.



hibit. Important job of their exhibits (7.5% of respondents) is to provide selling aids for salesmen.

#### Non-Selling Reasons

While a salesman in the field is evaluated in terms of a quota—with goal oriented to sales—an exhibit has no such clear-cut objective, I have discovered. Exhibitors tend to replace a sales objective with non-selling reasons for show participation: to support an association; because competition exhibits; don't want to lose space preference given to long-time exhibitors; to support customers' trade organization, etc.

It is interesting to note how companies evaluate their exhibits in terms of the functions they assigned to them. Most popular method to evaluate an exhibit's attention-getting powers is to count visitors. Second most popular method is to judge "interest displayed by visitors."

Slightly more than half of exhibitors who use their booths as selling aids for salesmen evaluate exhibit effectiveness in this task by the number of inquiries and quality of leads turned up.

For companies that use their exhibits to impress show visitors with specific sales features of their products, information requests and inquiries are the most popular methods of exhibit effectiveness measurement. Next two most used systems to evaluate an exhibit's ability to "impress viewer with specific sales features" are viewer comments and number of leads or contacts.

Customer comments, preceded by information requests, are most used gauges of exhibit effectiveness for companies that use their exhibits to impress show visitors with a company or product name.

Participants in this study were in an average of 6.25 shows last year. Of the 111 respondents whose answers were tabulated, 12 participated in Materials Handling Exposition only, and one company went into 72 shows. Half of respondents went into less than four shows a year and half went into more than four.

Most companies covered by the survey had annual sales of less than \$10 million last year. Nine had sales over \$50 million while 17 reported sales from \$10 million to \$50 million.

It will come as no surprise that companies with greater annual sales participated in more shows. Fourteen companies with sales over \$50 million averaged 18.5 shows last year while 27 companies with sales less than \$1 million were in an average of 2.5 shows. ♦

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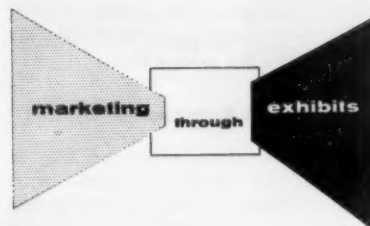
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## **Air Exhibits At Brussels**



**BY ROGER R. TIERNEY**

*President, Floats, Inc.*

Brussels World's Fair, Apr. 17-Oct. 19, is the first world's fair to be held since the New York exposition of 1939-40. Forty-eight nations, seven international organizations and scores of private industrial and other groups are participating. The 494-acre fair site is four miles from the center of Brussels. Theme of the fair is a declaration of faith in man's ability to mold the atomic age to the ultimate advantage of all nations and peoples.

Big step preceding the atomic age, and an important factor in bringing about understanding between peoples, is a new era of air transportation—an era which might be termed the "turbine age" of air transportation. New airplanes soon to be introduced to air travelers of the world incorporate two types of turbine engines: turbo-jet and turbo-prop.

Three of these important new planes—turbo-prop Lockheed Electra, turbo-jet Douglas DC-8 and Convair 880—are being introduced to the anticipated 35,000,000 visitors to the Brussels Fair through the medium of exhibits in the Hall of Aeronautics. In addition to acquainting the fair-going public with these new planes and the part they play in bringing peoples of the world closer together, the exhibits play an important secondary role as sales tools. The exhibits serve as a form of cooperative advertising for airlines who have already purchased Electras, DC-8's or 880's and serve as publicity and sales tools to be used by aircraft company sales representatives or prospective airline purchasers.

Because Lockheed believes that the turbo-prop Electra will become a familiar sight on European airlines, its exhibit stresses advantages this kind of travel has to both airlines and air travelers in Europe.

KLM Royal Dutch Airlines already has purchased the airplane for service in 1959 and a number of other European airlines are interested in the airplane as an economical solution to the short-to-medium distances

of operation between European capitals. Brussels is the home of Sabena, Belgian airline, and because so many of its potential passengers will be visitors at the fair, Lockheed is presenting the dramatic story of the Lockheed Electra in exhibit form in the Hall of Aeronautics.

Lockheed exhibit is composed of six important units:

1. Lockheed history and experience in transport and jet airplane production. Exhibit is sort of a genealogy with famous old airplane silhouettes augmented by famous-name purchases and number of airplanes produced.

2. Lockheed's ability to produce by American industrial techniques—an exhibit showing large factories and big modern machines. This exhibit is augmented by a sound-slide film to show Electra manufacturing methods.

3. Advantages of turbo-prop power for the short-to-medium haul mission—an exhibit explaining differences between turbo-prop and turbo-jet engines. Graphically it explains reversible pitch and advantages, and bigger "traction" area.

4. How the Electra will connect European cities on faster more frequent schedules—an exhibit showing Brussels as the center and time schedules to other capitals.

5. Typical passenger flight on the Electra told in sound slides combined with a full-size mock-up of an Electra interior section of 13 seats. Passenger advantages are told here.

6. What the Electra looks like—an animated central exhibit featuring a large model of the Electra.

In addition to the above, there are other elements showing a full-size turbo propeller, a symbol of American-Belgian friendship represented by flags of the two nations and a pictorial comparison of early European air transportation compared with today's modern methods.

Exhibit contains a minimum of printed copy. All messages will be

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Write **SCHIMMELvention**  
HOTEL CORNHUSKER—LINCOLN, NEBRASKA

communicated in four languages — English, French, Flemish and German — by a "pick your language" telephone system. Careful thought, planning and writing have been exercised in the preparation of these short, concise, narrated messages.

Two attendants have been hired to be permanent Lockheed hostesses at the exhibit. These attractive young women are ex-Sabena stewardesses and are fluent in all four languages.

Aviation's role in welding nations of the world into a closer neighborhood and conquest of outer space are joint themes of the Douglas exhibit.

New Douglas DC-8, with 10-mile-a-minute speed and passenger capacity of up to 170 persons, will bring commercial jet travel to millions of people around the world.

Role of the DC-8 in helping the world's citizenry to better understand current problems by shrinking time and distance is emphasized. Considerable space is devoted to the history of man's attempts to fly and his final successes and triumphs up through the DC-8.

Human engineering problems connected with flights in space — next step after the DC-8 story is told — and a full-size mock-up of the cockpit of the future with some of the fantastic new navigational aids now in experimental stage are shown.

There is a large section devoted to showing many types of Douglas commercial transports flying today and airlines that fly them. A large clock and counter in this section emphasizes that a Douglas commercial transport takes off or lands somewhere in the world every six seconds, 24 hours a day. The counter was started at the hour the fair officially opened and will continue to count cumulatively for the entire six months of the fair operation.

Convair Division, General Dynamics Corp., tells fair visitors that its new turbo-jet 880 transport will be "the fastest of them all." Through use of giant dioramas, charts, and models, story of the development of Convair 880 from a long line of famous Convair planes is told. There is a full-size General Electric J-79 engine on display. This is the commercial version of the same engine which powers the Convair B-58 Hustler Bomber.

All three of these exhibits were designed and built by Floats, Inc., at its El Monte, Cal., plant and airlifted to Brussels via chartered air freighter. By using this method of shipment the aircraft were used as "moving vans" and the material shipped uncrated. ♦



### EXHIBITORS

find the help they need to make their trade show produce. From the idea, in space of any size, or if it is only installation or a minor repair, any member of EP&DA can serve you well.

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EP&DA is a coast-to-coast organization of the exhibit industry

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**PF 12-10:** Expandable from 6' to 10' x 8' high. Complete exhibit with fluorescent lighting, copy, shelves, etc. 5 minutes to install or dismantle. Built to withstand cross-country shipments. Weight 275 lbs., many features, sensationally priced at . . . . . **\$645.00**

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No convention is too  
**LARGE...**  
no sales meeting is too  
**SMALL...**

Our experience in  
**PERSONALIZED  
INDUSTRIAL  
SHOWMANSHIP**

guarantees results, no matter what the occasion may be.

We serve a wide variety of clients, ranging from the largest national associations to many of the nation's most important manufacturers.

For full information and case histories, please write or telephone

**ALAN M. FISHBURN**  
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**à votre service!**

Seldom can a group find a complete village at its disposal, with every service, every facility, every luxury available to bring about successful meetings.

Such a village is Mont Tremblant Lodge, where our 20 years of experience with both small and large organizations (up to 325 persons) assures our guests an experienced staff to handle all details, as well as the traditionally excellent accommodations and food which have made The Lodge internationally famous.

Rates are surprisingly modest, and the opportunities for relaxation unsurpassed, with every sport represented on our 6000 acres of Laurentian mountain beauty. Your inquiry is invited.



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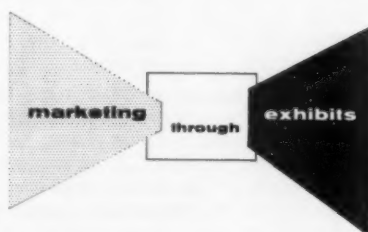
Club & Cottages  
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Canada

Siegfried Faller, Jr., Sales Mgr.  
Telephone: St. Jovite 83



OHIO BELL PRESIDENT Walter S. Sparling (left) explains new equipment to press.

## Put Exhibits to Work For Press Conferences



An exhibit of new telephone gadgets, started several years ago as handy conversation pieces and news photo "props," has grown into one of the main attractions at the series of press conferences held each January and February by Ohio Bell Telephone Company in eight of its key cities.

Unlike the type of news conference

**The final success  
of a convention or sales meeting  
is dependent upon the facilities  
and the personal services  
rendered by the hotel  
organization where  
it is held.**

Superb air-conditioned  
accommodations for groups  
of any size—25 to 2500



**HOTEL  
COMMODORE**

Wm. L. Buckley  
Director of Sales  
Louis Fiora  
Convention Manager

42nd St. at Lexington Ave., right at Grand Central and B&O Terminals  
Teletype: NY 1-2477-X



called primarily to introduce new products, Ohio Bell press gathering in each city centers around the company's announcement of its expansion and improvement plans for that city in the year ahead. Since large sums of money have been involved in these announcements, dollar expenditures usually provide the backbone for a page-one news story of strong, civic appeal.

### Assured Coverage

Using such a sure-fire news story as principal reason for the press conference, the company is assured not only a good turnout of newsmen from newspapers and radio and TV stations, but also prominent display of the story. Information gained by reporters from seeing the exhibits and demonstrations at the press parley add further frosting to the cake. Many newspapers carry "side features" on the new developments introduced at the press conferences; others weave this material into the main expansion story.

Institutional and sales value of having displays at the press conferences can be seen from a quick run-down

of what was shown and demonstrated in the 1958 sessions. Included were:

1. Demonstration of direct distance dialing to Honolulu.
2. Three new types of telephone instruments for the home.
3. Labor-saving test set for cable splicers.
4. Demonstration of repertory dialing.
5. Demonstration of a home intercommunication system tied in with the door bell.
6. Drive-in type of outdoor pay telephone.

### Big Attraction

Most dramatic and most popular attraction was the Hawaiian call. A special circuit terminating at a telephone in the press conference room made it possible for the newsmen-guests to dial straight through to any telephone in Honolulu. A number of newsmen did first-person stories about their own experience. In each case the news writer was able to say that he was the first in his city to dial such a call. Although this service is not yet available to the telephone subscriber, the calls demonstrated the

## WHERE BUSINESS IS A PLEASURE!



### ... 365 DAYS A YEAR

In the beautiful POCONO... only 3 hrs. from N.Y. or Phila. Unsurpassed facilities for any Convention, Meeting or Group Outing. Comfortable rooms, superb cuisine... and don't overlook either, the excellent sports & recreational facilities. Dancing every evening in our magnificent "Club Suzanne"... the largest night club ballroom in the Poconos.

Informative 24 Page Color Booklet on request.

**Mount Airy Lodge**

MOUNT POCONO 44, PA.  
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why  
more  
meetings  
come  
to order  
at  
the

## BARBIZON-PLAZA

Overlooking Central Park. Just 2 blocks to New Coliseum.  
106 CENTRAL PARK SOUTH AT 6TH AVENUE, NEW YORK 19, N.Y.

MAY 2, 1958

### Groups of 25 to 530 enjoy the ideal accommodations offered here:

- Entire hotel 100% Air-Conditioned.
- Only New York hotel with a fully equipped theatre; 530 comfortable, spring-cushioned seats. Can be set up school-room, auditorium or conference style.
- 7,000 square feet of exhibit space adjacent to theatre; ideal for trade shows.
- 20 soundproof meeting rooms that can be expanded to suit.
- Closed circuit telecasts.
- Superb catering facilities—luncheon, banquet or cocktail party. Chefs of world renown.
- 1200 rooms, air-conditioned and thermostatically controlled for year-round comfort for out-of-town guests. Private bath, radio in every room. TV.

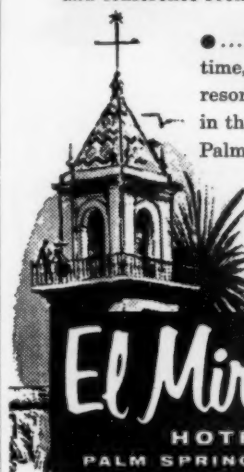
Owner-Management assures personalized service. Arrange 1958-59 bookings now. Write to Director of Sales for illustrated brochure.

## El Mirador

•...cordially solicits your group meetings from 25 to 400.

•...Adequate meeting, dining and conference rooms.

•...For your free time, outstanding resort facilities in the heart of Palm Springs.



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HOTEL  
PALM SPRINGS, CALIF.

Contact:  
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FRENCH CANADA...  
First Choice for SUCCESSFUL CONVENTIONS

## The Manoir Richelieu AND COTTAGES

MURRAY BAY, QUEBEC

Superb resort living for groups up to 600, all-inclusive rates... come in June, late August or September.

In the pine-scented Laurentians overlooking the St. Lawrence... large Casino for meetings and dancing. Championship golf, tennis, Lido beach, heated saltwater pool, excellent fishing. Superb cuisine.

Write for detailed Convention brochure to H. M. Costello, Convention Dept., Box 100, Montreal, Canada.

A DIVISION OF CANADA STEAMERS



## No Competition For Attention



And everything to insure a perfect meeting on our 3500 acre estate atop the Poconos. Groups of 300 will find attractive meeting rooms, comfortable accommodations, superb bar and banquet service. All winter and summer sports. Only 100 miles from New York or Philadelphia.

Check With Us!

## POCONO MANOR

POCONO MANOR, PA.

Phone: Mt. Pocono 3611

JOHN M. CRANDALL, General Manager

company's progressive policy and its interest in expanding the scope and convenience of telephone service.

Similarly, the new telephone instruments were types undergoing field tests and not yet generally available. By showing these telephones the company got across the fact that the shape of things to come in instruments is determined by what people want, particularly housewives.

### Activated Exhibit

New home communications system, whereby the housewife can answer the door bell and talk to a caller from any telephone in the house, also was an activated exhibit which newsmen could try out for themselves. This improvement, also under field test, has such practical appeal that it ran a close second to the Hawaiian calls in newspaper space, as well as time on radio and television news shows.

One of the best reasons for having displays and demonstrations at the modern press conference is to provide TV stations with actual instrumentalities for visual presentation in their news coverage of the event. Radio stations, too, find displays helpful in giving word pictures of new developments, and in adding variety to their tape-recorded interviews with the company president. In addition, radio newsmen, as well as TV newscasters, take advantage of the do-it-yourself aspects of demonstrations to put themselves into the program.

The company president carries the ball at the Ohio Bell news conferences. He not only is the one who answers newsmen's questions, but he also demonstrates gadgets on display. In so doing he is able to weave in his business philosophy and make pointed illustrations of company policies and objectives.

### Display Use Grows

Use of activated displays at these press sessions has grown steadily in recent years, so that public relations people in the company face a new challenge each year to come up with something as good or better than what they had the year before.

Magic of showing something new—particularly things that the average Joe can't yet buy—have added a dimension of showmanship to a press conference which otherwise might be stereotyped. While the sessions are aimed principally at gaining institutional value, the sales impact is there.



### getting down to business...

It's a pleasure to concentrate on the business at hand in the handsome setting of the St. Moritz. Function rooms are completely isolated assuring privacy and quiet for your group. And the famed St. Moritz service and cuisine add immeasurably to your affair. Newly decorated private function rooms accommodate from 10 to 300 for directors' meetings, sales meetings, luncheons, banquets, receptions or testimonial dinners. For an especially beautiful setting, choose the Sky Gardens or Terrace Club, overlooking Central Park from high atop the St. Moritz.

## ST. MORITZ ON-THE-PARK

50 Central Park South, New York

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GARRY HIERS, Director of Sales



The new ownership of this fine resort has Million Dollar-sized the property... Hotel is 100% Air Conditioned New Exposition Hall seating one thousand plus numerous other meeting and Dining Rooms. 18-hole golf course on our own grounds, giant outdoor pool, boating, fishing, tennis, dancing. Attractive convention rates. Write for color brochure and information.

LOYD BUMPAS  
General Manager



On Wilmington Island near historic

SAVANNAH



RACING TO CLOSE NAHB-American Builder convention newspaper.

## Convention Daily Sell for You?

BY ALVIN M. HATTAL  
Merchandising Editor, American Builder

Can a convention newspaper really help you to sell your products?

If not, why bother? The job certainly involves some risk. And the responsibility—to your industry, your customers, and yourself—is awesome.

There are, in fact, at least six major reasons why associations and exhibitors shudder at the mere thought of publishing a convention daily:

1. It's expensive.
2. It makes extra work.
3. You stick your neck out.
4. If you make any errors — in judgment, reporting, or just plain typographical errors — there it is, a permanent record! You leave yourself vulnerable to criticism from all others.
5. It robs your company of the time of at least some personnel to do the job, regardless how large a staff you recruit from the outside.

6. You *can* create a negative effect if the publication isn't up to snuff, if it's late, if it's wrong, if it's incomplete, if . . . if . . . if . . .

(And, for good measure, no one concerned with the blessed thing gets any sleep during the entire convention)

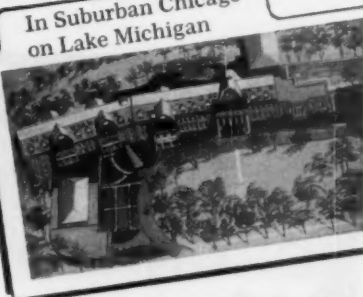
These nightmares have convinced even the most cavalier trade associations and firms that, as far as risk and reward go, publishing a convention newspaper has all the charms of Russian roulette. Actually, odds are better in the Soviet pastime. But rewards for publishing a convention daily are somewhat more inviting. So organizations that are thinking of putting the gun to their heads in 1958 are keenly watching those who've already pulled the trigger — like us on *American Builder*. We've published a convention daily for the National Assn. of Home Builders every

Choose the

## Lake, Mountains or Ocean

for your next meeting!

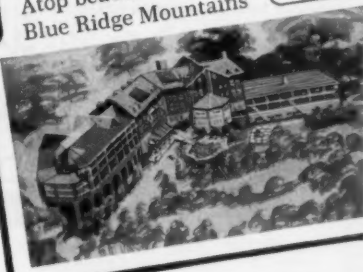
In Suburban Chicago  
on Lake Michigan



### HOTEL MORaine

Highland Park, Illinois

Atop beautiful  
Blue Ridge Mountains



### MAYVIEW MANOR

Blowing Rock, North Carolina

On historic  
plantation coastline



### OCEAN FOREST HOTEL

Myrtle Beach, South Carolina

Each hotel has: convention facilities for 300 . . . air conditioned meeting rooms . . . private swimming pool . . . nearby golf. Operated and managed by Richard S. Wright and Larry Boyle.

Address inquiries to Hotel Moraine



year since 1947.

Why? Generally for the same reasons other organizations publish theirs. I checked several and here are the reasons they give me:

1. It stimulates attendance at the business sessions. R. W. Tupper, associate director of public relations, American Automobile Assn., says, in fact, that the association first began to publish its convention daily in order to attract delegates away from purely social activities by interesting them in what was going on at business meetings. What's more, it was something new—and novelty is good

convention business.

2. It tells delegates what happened at the sessions they couldn't get to. As John W. Gibbons, director of public relations, Automotive Safety Foundation, points out, several meetings often have to be scheduled at the same time. "Obviously, our members cannot attend more than one at a time. The newspaper covers the other meetings for them."

3. It gives delegates — and especially local association executives — a tangible record of the convention, including, as much as possible, personal publicity about themselves. At the

National Stationery & Office Equipment Assn. convention there are two daily newspapers — both only two-years old and each published by a competing trade magazine, *Office Appliances* and *Modern Stationer*. According to NSOEA executive Rose Cushman, both dailies are eagerly accepted, read, and kept by conventioners.

Similarly, *Caloric Chronicle*, published by Caloric Appliance Corp. at American Gas Assn. convention in 1956, devoted more than half of its eight pages to pictures of people in various activities at the meeting. Delegates, says a spokesman for the agency that produced the paper for Caloric, loved the publicity.

4. It helps everyone at the convention — dealers, salesmen, representatives, executives of local associations, reporters, agency people, association staffers, even the delegates' wives — to make their reports to their groups at home. National Consumer Finance Assn. published a special issue at its recent St. Louis convention using the standard format of *St. Louis Globe-Democrat*. "That special issue," says NCFA Executive Vice-President Paul Selby, "was distributed to those at the convention on the last day and then a copy was mailed right from

**For Best-Ever CONVENTIONS...**

**C** **HOTEL DEL CORONADO**

**CORONADO, CALIFORNIA**

Special Rates and Activities for Children!

**Come to America's only International Playground**

All convention activities under one roof

- Groups to 800 • American Plan
- Ample meeting rooms, at no charge
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- Swim in heated, outdoor pool or ocean • Deep sea fishing • Dancing
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**Famous All-Year Resort... Across the Bay from San Diego**



**New Name**

**TO MATCH OUR ROYAL SETTINGS**

A royal nemo now crowns our effort to provide the most regal setting possible for your party, meeting or convention at the King Edward Hotel. Luxurious Crown suites and guest rooms are all part of a continuous improvement program that has made the King Edward in Jackson, Mississippi and Beaumont Texas prestige hotels.

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**A Distinguished Resort Hotel**

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**SALES MEETINGS**  
20 to 200 people  
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write  
G. S. Pickard, Manager  
Completely Air Conditioned

PRIVATE BEACH  
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DIRECTLY ON THE OCEAN

**THE SEA CREST**  
HOLLYWOOD, FLORIDA






St. Louis to each of our member companies so that they would have prompt and up-to-date news about the convention even though they did not attend."

(In every case, by the way, these dailies were carefully edited papers ranging from four-page regular-size newspapers to 36-page tabloids printed by letterpress on newsprint or coated stock. This article is not concerned with the mimeographed type of bulletin issued at many conventions.)

Our own NAHB-American Builder Convention Daily differs from most convention newspaper in two ways: 1. It's larger; 2. It takes advertising.

We publish a 20-page tabloid each day during the four-day convention. And since NAHB is a rather large association, with convention registrations about 30,000, our pressrun is big for a convention daily: 10,000-15,000, depending on attendance.

NAHB lets us sell about half of the 20 pages for advertising. (Space is reserved for exhibitors only, on a first-come basis as demand for space is always much greater than supply.) This pays for most of our publishing costs and each year we net several thousand dollars.

*But what makes our newspaper probably unique is that we don't keep*

*a penny of this profit.*

Eleven years ago when we first began to publish the daily, *American Builder* and National Assn. of Home Builders agreed to set aside all profits from the newspaper for a scholarship fund for the benefit of some worthy young man or woman seeking a career in the construction field.

The fund has been growing steadily. Last year *American Builder's* editorial director, Joseph B. Mason, presented a check for several thousand dollars to Michigan State University to establish this scholarship, and at the NAHB convention in Chicago

last January, first grant was made to a student enrolled in the university's excellent residential building course. Income from the fund, invested by the university, will be used for annual scholarships, granted on the basis of academic achievement, potential in the residential construction field, and financial need.

What's in it for us?

A world of goodwill that's worth more to us than money.

From an editorial viewpoint, reporters who work on the daily get a close-up view of goings on — much more so than anyone else — and in

*Early Virginia Charm*  
in a modern setting!

You will be welcomed with the graciousness and charm of the Old South — blended with the modern conveniences and delicious food for which The Jefferson is noted.

• Free Adjacent Parking  
James M. Powell  
Managing Director  
Ideal Convention Facilities

**the JEFFERSON**  
RICHMOND, VIRGINIA



## CONVENTION PLANNERS WITH THE

### "Executive Touch"

**KNOW THE WISDOM  
IN SELECTING  
THE SKIRVIN . . .**



Why? Because the Skirvin is a proved success for conventions or sales meetings of any size. Fine food, handsome surroundings and comfortable atmosphere are the subtle, yet apparent, attractions at the Skirvin . . . plus the cooperation of a friendly, experienced staff. And, the Skirvin's new "Executive Suite," a luxurious paneled room featuring a walnut table 32 feet long, is now available for smaller distinguished events . . . ideal for Board of Directors' meetings. Write for our detailed "Facts File."

- FIVE HUNDRED BEAUTIFUL ROOMS
- COMPLETE AIR CONDITIONING
- CLOSED-CIRCUIT TELEVISION



THE  
**Skirvin**  
HOTELS  
OKLAHOMA CITY

Broadway at Park Avenue DAN W. JAMES  
Central 2-4411 Teletype OC 532 President and General Manager

MIAMI BEACH'S NEWEST LUXURY RESORT  
PRESENTS AN EXCLUSIVE PLAN FOR  
CONVENTIONS WITH A PURPOSE!

PREMIERE SEASON

# the Barcelona CONVENTION PAC

for \*Pleasure, \*Accomplishment, and  
\*Convenience, the BARCELONA Convention  
P\*A\*C\* is the plan for you!



For complete convention Pack write to:  
JACK PARKER, Managing Director

## Pleasure

250 rooms • Pool • Private  
Beach • Cabana Colony •  
Night Club • Coffee Shop  
Superb Cuisine • Bar

## Accomplishment

Convention Hall and Meeting  
Rooms seating 10 to 1000  
Banquet facilities for 700

## Convenience

Fabulous 40's location—close  
to Nightclubs • Shopping Areas  
Auditorium • Golf Courses  
Race Tracks • Fishing Docks  
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OCEAN AT 43rd ST. MIAMI BEACH • FLORIDA



Mr. "K" Presents

YOUR KEY  
TO BETTER  
*Sales Meetings*



## Big City Facilities With A Small Town's Convenience

- ✱ The Midwest's best bet for sales meetings and convention groups from 25 to 300 people.
- ✱ 8 minutes to airport — 3 minutes to railroad station.
- ✱ Friendly, intimate atmosphere . . . a little city exclusive.
- ✱ Air conditioned guest rooms and meeting areas.
- ✱ Subway connected to other downtown hotels.
- ✱ Six hundred and fifty luxurious rooms.

Write or call Earl L. Jorgensen, Director of Sales and Public Relations,  
for complete details and colored brochures.



In the Heart of  
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## For better and BETTER SALES MEETINGS

- CONVENIENT DOWNTOWN LOCATION
  - 2 FAMOUS RESTAURANTS — COFFEE SHOP
  - MEETING ROOMS — SAMPLE ROOMS
  - TWO BALLROOMS — ENTERTAINMENT
- OUTSTANDING GUEST ACCOMMODATIONS

the **Radisson** hotel  
MINNEAPOLIS

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covering events they keep more informed. Even our other employees not directly concerned with putting out the newspaper tend to become more interested in details of the convention and industry in general and they subsequently get more out of the convention.

Our detailed coverage also gives us a rather complete record of every convention meeting, which is invaluable to our news department as well as our specializing writers and department editors for use throughout the year.

Now, how do advantages stack up against disadvantages listed at the beginning of the article? Do we really get enough out of it to make it worth all the trouble? Well, let's look at each one of these drawbacks.

**1. It's expensive:** Main expense is, of course, printing and other related production costs, including the one-shot fees of photographers, engravers and printers whom we do not use the rest of the year.

There's the expense of sustaining a good part of our New York editorial staff on the road for a week, plus salaries of said writers and editors taken away from their jobs, as well as fees to additional free-lance reporters.

To supplement those of our own staff assigned to the newspaper we hire six or seven free-lance writers. We try to get people who have had experience in the building industry or related fields, but we have often used men and women with just good businesspaper or newspaper backgrounds. We do a careful screening job well in advance of the convention to get these people because we're convinced it pays to use the best we can get. Invariably we have been able to hire top-notch reporters and editors. But, of course, we have to pay top rates.

**2. It means extra work:** We actually begin to plan next January's daily right after the summer hiatus. Sometime in September we get together with members of NAHB public relations' staff and discuss special angles or features for the upcoming newspapers. I then give them a list of articles I'd like them to prepare for the first issue—articles by various department heads to summarize developments and outlook for, say, housing legislation, general economic conditions affecting the building field or labor. (Specialists on our own staff write columns on construction techniques, advances in architecture, merchandising.) We give the NAHB PR staff a Jan. 1 deadline, about three weeks before convention time.

About Oct. 1 our production director contacts the Chicago printer

who produces the paper to tell him the size of pressrun each day and to confirm other details so that he can order paper, which takes more than 90 days for delivery.

In mid-October we check with the NAHB convention director in Chicago about our pressrooms. Since convention headquarters are at the Conrad Hilton, we set up our workrooms right in the hotel. We try to get these rooms as close to the lobby as possible. (If you've ever had to wait for a hotel's elevator during even an average-size convention, you know why. Our reporters, trying to meet a very tight schedule, often prefer to run up stairs rather than sweat out a 20-minute wait for the ride.) Closest available floor is the fifth floor—but this is overrun with hospitality rooms, not very conducive to privacy or efficient work once spirits join the party. So we settle for the sixth floor.

No. later than Nov. 15 we arrange for our engraving and photography service. To save vital production time, we use an engraver in the same building as our printer. For the same reason, we use Oscar, official photographer for the Hilton, to supplement our own staff photographer, Larry O'Neil. Larry is probably dean of businesspaper lensmen. At times during the convention we need as many as five or six photographers on the job at one time. Oscar has the staff for this—and he's fast.

By end of November our advance man swings into action. This is Raymond Stein, a veteran of many years on our daily. He's stationed in Chicago, where he works closely with Paul Van Aiken, NAHB convention director. Ray's job during these next critical weeks is to prepare much of the material that goes into our first issue. He turns press releases into stories, crops photographs for engravings, orders cuts.

During first week of December, pace begins to step up and we know we're in a race—against time. At this point we begin work with the hard-pressed NAHB staff to get advance information on the program. And as the program starts to take shape, we seem to be in almost constant touch with Washington by letter, phone, telegram, and God-knows-how-many trips, trying to keep abreast of daily changes and fill-ins.

Right after New Year's day we wire every local home-builders association—close to 300—asking for information on when, where, and how its group will arrive in Chicago. Usually, about 50 reply in time for us to arrange to have a photographer meet each group at railroad stations



## THE WORLD'S AT YOUR FEET!

*When You Convene at Castle In The Clouds*

An unusual resort hotel with food, service, and accommodations matching the grandeur of a view encompassing seven states.

CASTLE IN THE CLOUDS offers so much for your relaxation...

*Swimming Pool • Scenic mountain bridge paths  
Tennis • Archery • Golf • Shuffleboard  
Battle-ground Hiking Trails • Putting Greens*

### PLUS OUTSTANDING CONVENTION FACILITIES

Seven Meeting Rooms—largest seating more than 500...  
King Arthur's Roundtable—perfect for conferences  
of 20 to 40...dining indoors or out...newly  
furnished comfortable accommodations for groups to 350.

IDEAL LOCATION...Convenient to Chattanooga, served by:

Five Scheduled Airlines • More than 40 Daily Flights  
*Braniff • Capitol • Delta • Eastern • Southeast*  
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OPEN MAY TO OCTOBER  
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atop Historic Lookout Mountain ♥ JACK M. SLONE, President

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Wesley T. Keenan, General Manager. Offices: New York, Circle 7-7946; Chicago, Whitehall 4-7077; Cleveland, Superior 1-0420; Washington D.C., Metropolitan 8-3492; Miami, Franklin 9-7852



or airports.

Once this information is coordinated, I work up shooting assignments from Thursday through Sunday before the convention opens. To economize, I try to give our own man, Larry, the most important jobs and as much work as he can handle without wasting time traveling between various terminals. Rest of the shots are assigned to Oscar, who at times has as many as four or five photographers working terminals at the same time. Since Chicago has a half-dozen railroad stations and two airfields, the chase gets pretty feverish,

especially in mid-January, when train and plane delays are common. The Windy City is no snug harbor and the lot of a convention photographer on arrival assignment is not a happy one. But these pictures are a must.

Full week before the convention starts I go out to Chicago to get things rolling — turning two hotel rooms into pressrooms, setting up a direct line to the printing plant, hiring free lancers, finishing up the first issue, preparing reporter and photographer assignments, getting last-minute info and pix.

Direct line telephone, by the way,

is another must. The hotel switchboard is impossible throughout most of the convention. Thus, we also install an MB (main business-line connecting us to the outside) to bypass the switchboard.

After the extra expense and extra work, most of the other problems—3 through 7—are the same problems you find in any worth-while job.

**3. You stick your neck out:** The guillotine can fall if some of your train or plane arrivals are off schedule; if a press breaks down during the extremely tight printing schedule; if your photographer or engraver hits a snag; if newspapers are delivered late—or to the wrong place—in the morning; even if you fail to make arrangements to service the ladies auxiliary with extra prints of pictures taken at its election meeting.

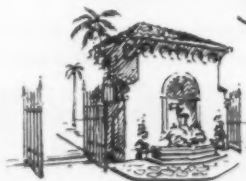
**4. If you make any typos:** But good grief, let's not go into that!

**5. It robs company of personnel:** Many of us could make a lot more contacts, see a lot more exhibits, and take part in meetings, were it not for having to put out the paper.

**6. You can create a negative effect:** A convention daily has its own special risks involving general appearance, distribution, industry politics, production. No need to elaborate

## YOUR CONVENTION DESERVES

# Boca Raton



It would be difficult to imagine  
any other place with so much  
to commend it to your requirements.

Over the years, Boca Raton has been the scene of many of America's most distinguished Conventions—a virtual “Who's Who” of leaders in every field whose position and rank are undisputed.

Every facility essential to the smooth functioning of a Convention is here at Boca—meeting rooms of every size, a real theatre with full stage and screen facilities, and at your disposal, Boca's own expert Convention Staff.

Boca Raton is a world-famous resort hotel, too. Set in 1000 acres of superbly landscaped gardens... Two great golf courses, 27 holes, are directed by Slammin' Sam Snead... Mile-long private beach, a really smart Cabana Colony, two olympic swimming pools, Gulf Stream fishing, tennis courts and high-goal polo. Food is the finest you could enjoy... and, of course, dancing and entertainment.

There is much more we'll be glad to tell you. Just ask  
I. (Ike) N. Parrish, Convention Manager, Dept. SM



# Boca Raton

**HOTEL and CLUB**

BOCA RATON, FLORIDA • STUART L. MOORE, President

National Representatives: Robert F. Warner Inc. • New York • Chicago • Washington • Boston • Toronto

## Little Rock!

IDEAL

# Convention

CITY

•  
**LOOK AT YOUR DEALERS OR  
MEMBERSHIP AND COMPARE  
LITTLE ROCK'S LOCATION...**

•  
**✓ CHECK THESE ADVANTAGES, TOO!**

- |  |  |
|--|--|
| ✓ 4 modern hotels                      | ✓ Central location—good transportation |
| ✓ Ample air conditioned rooms          | ✓ Excellent eating facilities          |
| ✓ Air conditioned banquet rooms        | ✓ Reasonable prices                    |
| ✓ Air conditioned municipal auditorium | ✓ Numerous golf courses                |
| ✓ Historical sights                    | ✓ City of hospitality                  |

•  
**FOR INFORMATION, WRITE OR PHONE  
H. J. BURFORD, General Manager  
SOUTHWEST HOTELS, Inc.  
P. O. BOX 389  
LITTLE ROCK, ARKANSAS**



here on these inevitable, though obvious, danger points.

As far as sleep goes, well who expects any at a convention, anyway? The four hours we average a night are still more than the girls in the mimeograph room get.

Why only four? OK, it's 7 AM. Turn off the alarm and be in the pressroom by 8:00.

**8:30**—Staff begins to call in to report that they're on the job. Double check all assignments, notify photographers.

**9:00**—Call Ray and Kay (Kay Rice, our own production editor from New York) at the shop to see how they're doing on the first form. This being a 20-page paper we print two eights and a four. Inside eight (pages 7 through 14) goes first and we fill this with all hold-over and "canned" stuff such as columns written beforehand by NAHB and *American Builder* staff members — anything so long as we close up this first eight by 10:00 or 10:30. We must give final OK on this form by noon or we're in the soup — and cooked. If this form is late we know the papers will be late the next morning.

**9:30**—Most reporters and photog-

*Atlantic City's  
Traditionally  
Outstanding  
Convention Hotel*

THE  
**Madison**

OVERLOOKING OCEAN at ILLINOIS AVE.

210 MODERN  
METICULOUS ROOMS  
126 ROOMS WITH OCEAN VIEW

An Imaginative, Intelligent  
Cooperative Convention Staff

Fully Complete and Versatile  
Convention Facilities

JOHN R. HOLLINGER  
Associate  
CHARLES W. STITZER  
President



Your Inquiries Will Receive Prompt  
and Personal Attention.

Telephone 4-8191

## EASTERN STATES EXPOSITION

September 13-21, 1958  
WEST SPRINGFIELD, MASSACHUSETTS

# 505,073

AUDITED ATTENDANCE LAST YEAR

Something for every member of the family at one of the nation's leading exhibit centers. Under one roof in Industrial Arts Building (123,000 square feet one-level area) New England's greatest merchandising center offers unexcelled opportunities for on the spot promotion. Top entertainers and attractions draw over 1/2 million people every year.

Write for Complete Details and Colorful Brochure

EASTERN STATES EXPOSITION, WEST SPRINGFIELD, MASS.

*Prestige Name for  
Prestige Meetings!*

## THE SHELburne

BOARDWALK at  
MICHIGAN AVE.



Offering the FINEST CONVENTION and BANQUET FACILITIES  
ANYWHERE! NEW! GRAND BALLROOM - KERRY HALL -  
EXHIBIT AREA - AIR CONDITIONED

• Every Mechanical and Electrical Utility. • Complete Projection  
and P.A. Systems. • Seating Capacity 1000, Banquet 600. • Closed  
Circuit TV and Radio and Versatile Lighting. • 10 Magnificent  
Meeting Rooms.

Luxurious guest rooms — many air conditioned. Television available.

Deluxe suites. Internationally famous cuisine.

Unexcelled, personalized service, long a Shelburne tradition.

New Ice Skating Rink and Outdoor Swimming Pool under  
construction

Write MARCUS FORD, Vice President in Charge of Sales for complete details  
Telephone Atlantic City 4-8131 In New York Phone REctor 2-6586

FOR REAL MERCHANDISING IDEAS  
IN TOP QUALITY EXHIBITS  
AT LOW COST

## DISPLAY WORKSHOP, Inc.

HAROLD P. POST, PRES.

DESIGNERS • BUILDERS • ANIMATORS

341 TRUMBULL ST. HARTFORD — JA-2-3237

N.Y.C. OFFICE: 15 W. 44 ST. — OX-7-0412



# SPOTLIGHT YOUR CONVENTION in NEW YORK at the Hotel NEW YORKER

New York's largest skyscraper hotel—the New Yorker, tops for convenience and Convention facilities . . . plus the "know how" of an experienced Convention staff.

2500 rooms—125 suites—25 meeting rooms—358 show rooms and large exhibit space. In the heart of the city's trading and entertainment area. Direct subway to Pennsylvania Railroad Station and Long Island Railroad. Center Auditorium adjacent to the hotel (capacity 3500). New York Trade Show building diagonally across the street.

Write, phone (LOngacre 3-1000) or teletype (NY 1-1384) Jack Potter, Dir. of Sales, or contact nearest office.



New York, LO 3-1000  
Cleveland,  
PRospect 1-7827  
Washington, D. C.  
EXecutive 3-6481  
Chicago,  
MOhawk 4-5100  
Boston, HUbbard 0060



HOTEL

# New Yorker

JOSEPH MASSAGLIA JR.,  
President

CHARLES W. COLE, Gen. Mgr.

ACROSS THE U.S.A.  
and in HAWAII



- SANTA MONICA, CALIF. Hotel Miramar
- SAN JOSE, CALIF. Hotel Sainte Claire
- LONG BEACH, CALIF. Hotel Wilton
- GALLUP, N.M. Hotel El Rancho
- ALBUQUERQUE, Hotel Franciscan
- HONOLULU Hotel Waikiki Biltmore
- WASHINGTON, D.C. Hotel Raleigh
- HARTFORD, CONN. Hotel Bond
- CINCINNATI, O. Hotel Sinton
- PITTSBURGH, PA. Hotel Sherwyn
- DENVER, COLO. Hotel Park Lane
- NEW YORK CITY Hotel New Yorker

Now one of the  
Treadway Inns



## THE Treadway MANOR

ASHEVILLE, N. C.

Open all year . . .

. . . personalized attention  
wonderful atmosphere  
for a successful convention

Our enlarged facilities include comfortably air-conditioned meeting rooms, dining rooms, and our own theatre-auditorium. Swimming pool, shuffleboard and other relaxing recreation.

In the scenic Great Smokies-Blue Ridge region, The Treadway Manor is just a matter of hours by air, rail or motor from most major cities.

For information, write Michael A. Byrne, Innkeeper  
The Treadway Manor, Asheville, N. C.

raphers are on the job by now. Send down to NAHB pressroom for prints of yesterday's shots. Lay out the next form.

**10:30**—Reporters begin to come in to write their stories, having left meetings in time to meet the 11:30 copy deadline. Work via phone with Kay and Ray on the next form. Second eight—pages 3, 4, 5, 6, 15, 16, 17, and 18 — goes next. (Actually, last year, Mike Figa, our resourceful production director, worked out an ingenious schedule whereby we were able to cut this eight into two fours and so save time without additional expense. Accordingly, our second form was really a four-pager—pages 4, 5, 16, and 17.) Page 4 we quickly make up as a full picture page. Page 16 gets the remainder of hold-over material and pictures. Pages 5 and 17 are full-page ads.

**11:00**—Begin, with Associate Editor June Vollman, to edit first morning copy as it starts to come in. (We have reporters type two carbons of every story. One black goes downstairs to Charley McMahon in the NAHB pressroom as an adjunct to the public relations staff's own coverage. June, who is also news editor of *American Builder*, keeps the second copy for later use in reporting the convention in the magazine.)

**12:00**—Room service sends up lunch for entire staff to save us time trying to fight our way to a lunch counter. Work never stops but food is somehow absorbed.

**12:30-1:00**—Continue to edit copy; rush it to the shop in batches by messenger.

**1:00-2:00**—Lay out next form — another four-pager consisting of pages 3, 6, 15, and 18. Page 6 is our editorial page, including masthead, inquiring photographer, editorials, and daily column by the convention director—a quick page to make up. Page 3 takes the first of the morning stories. Pages 15 and 18 are ads.

**2:00**—Reporters are back on the job with afternoon assignments. By now the shop has OK'd first of three four-page forms and is racing to close the second. Now we take dead aim on the last form, the outside four, including front page and pages 2, 19, and 20. Every afternoon story goes into this form, along with some of the last morning stories still on linotypes. Photographs taken up until 11:00 are being developed at Oscar's since noon and prints should be delivered by 2:30 or 3:00. Contact prints are sent to me at the hotel while a set of enlargements are rushed to the shop. Kay and Ray quickly crop them to fit the layout and shoot them upstairs to the engraver, who

should deliver plates by 7:00 or 8:00. No other pictures can get into the next day's issue. All pictures taken after 11:00 AM must wait until the day after next.

**2:00-4:30**—Repeat of the morning, but with mounting tension.

**4:30**—June leaves with all edited, headlined copy for the plant to get this batch onto machines.

**5:30-6:00**—I follow with remaining copy. If we're ahead of compositors, once this last batch of copy is marked up and turned over to linotypers, we break for dinner. If, as usually happens, we're too pressed for time, we have some food sent in.

**7:00-8:00**—First cuts arrive from engraver. Throw them into standing pages and, by . . .

**8:30**—OK the second four.

**9:00**—By now all forms but the last should be running or being made ready.

**10:00**—Last engravings come down and we finish putting the final form together—pages 1, 2, and 19. Page 20 is an ad. This takes more time than the other forms because here we have our biggest concentration of spot news and pictures and most important part of the paper.

**10:30**—See first page proofs of last form. Revise.

**11:00**—Revise!

**11:30**—Revise!!

**Midnight**—Done!—and none too soon for a 10,000 run on the slow 2,000-per-hour presses. For although our work is through, the shop still has to make ready for the five-hour run that follows. At 3:00 or 3:30 AM the bindery goes into action, folding, trimming, stitching, and wrapping for delivery — almost before the ink is dry — to three hotels and the Coliseum.

And we—by the time we clean up and get ready for the next day, stop for a snack, gather up loose ends of our nerves, check back with the mimeograph room for late releases we'll need first thing in the morning, and return to our respective rooms, it's . . .

**3:00**—Relax. Gong doesn't go off for another four hours!

What does it all add up to? Seriously. Will it sell more "framostats" for you? Maybe not. But — are "framostats" all you're selling?

If your main objectives include good public relations, goodwill, quick and complete information, and enthusiasm, chances are you can get them all with a convention newspaper. ♦

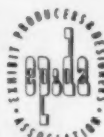


But—good as it was—here's one sales promotion man who's not in the mood to take bows for his company's display. The planning, designing, building, erection and all the other details have taken everything out of him. And the budget! He's way over that and half the bills aren't in yet. Congratulations may be in order but not from the boss.

### "One-Stop" Service

One way a smart sales promotion man can handle any display or show is to take advantage of "One-Stop" Service. This simply means calling us and having our specialists take over every phase of your display requirements. We take pride in our creative men, designers and erection staffs. And in 20 years we have never missed delivering on schedule!

If you like original, effective displays delivered and erected on schedule and—most important—WITHIN YOUR BUDGET limitations, without hidden costs, you'll be happy you investigated our "One-Stop" Service. Call us soon.



**Display and Exhibit Specialties Company**  
1014 Lynn, Detroit 11, Michigan Telephone TULsa 3-0602

**One Of The Main Reasons Why Des Moines Hosted Over 400 Conventions Last Year . . .**

## HOTEL FORT DES MOINES

DES MOINES, IOWA

Des Moines' central location and complete facilities . . . combined with our outstanding accommodations . . . assure you of a successful business convention or sales meeting. Iowa's leading and prestige hotel offers you . . .

- 425 attractive modern guest rooms
- Air-conditioned rooms and suites available
- Accommodations for groups from 10 to 1,000
- Free TV and radio—closed circuit TV
- Unlimited parking space in conjunction

Telephone CHerry 3-1161 • Teletype: DM 87  
ROBERT W. STANLEY, Sales and Convention Manager  
JOSEPH E. WHALEN, General Manager

**Another Friendly BOSS Hotel**





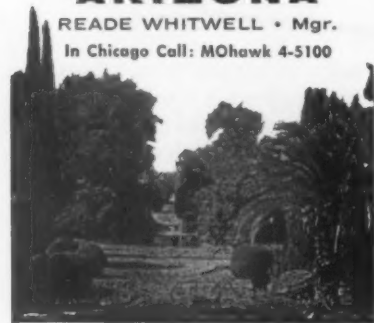
## ARIZONA'S COUNTRY CLUB RESORT INVITES GROUP MEETINGS

Accommodations for 150 guests in a secluded club-like atmosphere only 15 miles to Phoenix. 70 acres of lawns and flowers. Magnificent golf course and other sports. 3740' Paved Airstrip. Superb food and well-trained service. Variety of meeting and conference rooms.

Season: NOVEMBER to MAY

### THE WIGWAM LITCHFIELD PARK ARIZONA

READE WHITWELL • Mgr.  
In Chicago Call: MOhawk 4-5100



## WASHINGTON'S MOST DISTINGUISHED MEETING PLACE!



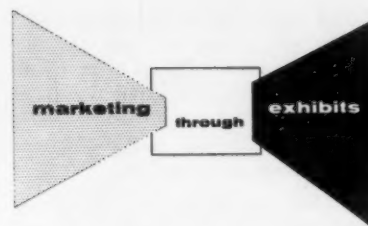
... with every modern  
facility for a conference  
or a convention

The Willard has been restored to its original splendor—and transformed into Washington's finest meeting place. Spacious ballrooms, eleven additional meeting rooms, expanded dining facilities—all air conditioned (Cap. 20 to 1500). Write for complete convention information.

*The*  
**WILLARD**  
WASHINGTON, D. C.

THE RESIDENCE OF PRESIDENTS  
14th Street & Pennsylvania Avenue, N.W.  
Telephone National 8-4420 Teletype WA 732

Handy check list of exhibit facilities in hotels advertising in this issue.



## Hotel Exhibit Areas

	Exhibit Space in Sq. Ft.	Number of Exhibit Booths	Largest Room in Sq. Ft.	Size of Door Opening	Current Avail- able	Number Sample Rooms
<b>ALABAMA</b>						
<u>Birmingham</u>						
Holiday Inn	3,390		2,310*	8' x 7'	110,220	2
<u>Montgomery</u>						
Dinkler Jefferson Davis	7,146	29(10')	2,450*	8' x 10'	110,220	4
<u>Point Clear</u>						
Grand Hotel	7,682		3,382*	8' high	AC	
<b>ARIZONA</b>						
<u>Grand Canyon</u>						
El Tovar-Bright Angel	4,758	15 (8')	1,932	12' high	110	
<u>Litchfield Park</u>						
The Wigwam	1,800	12(8x10)	1,800*	7' x 8'	110,220	6
<u>Phoenix</u>						
Camelback Inn	3,440		2,684*	7' wide	110	
<b>ARKANSAS</b>						
<u>Little Rock</u>						
Grady Manning	2,000	14(6x8)	1,400*	5' x 7'	110,220	
Lafayette	9,251	110(6x8)	3,675*	7' x 6'	110,220	10
Marion	11,429	125(6x8)	2,494*	7' x 10'	AC	22
<b>CALIFORNIA</b>						
<u>Berkeley</u>						
Hotel Claremont	17,753	131(8x8)	5,800*	8' x 8'	100V	25
<u>Beverly Hills</u>						
Beverly Hilton	31,000	231(8x8)	16,500*	12' x 8'	AC	
<u>Death Valley</u>						
Furnace Creek	2,641		1,372	5' high	110	
<u>Los Angeles</u>						
Sheraton-Town House	3,760	36(8x10)	3,760*	6' wide	110,220	
Statler Hilton	16,150	125	7,536*	5' x 7'	110,220	
<u>Pasadena</u>						
Hotel Green	10,650		6,000	10' high		2
Huntington-Sheraton	4,485	56(8x10)	3,650*		110	
<u>Long Beach</u>						
Lafayette	12,500	90(8x10)	12,500*	10' wide	110,220	
<u>Oakland</u>						
Hotel Claremont	17,753	131(8x8)	5,800*	8' x 8'	100V	25
<u>Palm Springs</u>						
El Mirador	8,319		3,300*	5' x 8'	110,220	21
<u>San Francisco</u>						
Fairmont Hotel	13,400	134(varies)	5,000*	10' x 18'	AC	
<u>Santa Barbara</u>						
Miramar Hotel	8,506	70(8x8)	4,183*	16' x 8'	110,220	7
<u>Santa Monica</u>						
The Miramar	14,200	170(8x10)	7,400*	6' x 7'	110,220	
<b>COLORADO</b>						
<u>Colorado Springs</u>						
Antlers Hotel	6,452		3,608	12' x 9'	110	10
<b>CONNECTICUT</b>						
<u>Hartford</u>						
Statler Hilton	7,836	60(8x8)	4,865*	5' x 7'	208V	8
<b>DISTRICT OF COLUMBIA</b>						
<u>Washington</u>						
Sheraton-Park	31,500	225(8x10)	16,000*	13' x 10'	AC	
The Shoreham	44,000	230(8x10)	6,216		110,220	20
Statler Hilton	24,000	60(8x10)	7,800*	8' x 12'	AC	
Willard	10,000	150(8x10)	7,200*	12' x 10'	AC, DC	22
<b>FLORIDA</b>						
<u>Boca Raton</u>						
Boca Raton Hotel	7,882	87(6x8)	5,200	8' x 10'	110,220	28
<u>Daytona Beach</u>						
Daytona Plaza	16,475	75(8x10)	4,875*	6' x 7'	AC, DC	
<u>Fort Lauderdale</u>						
Yankee Clipper	1,000	14(6x8)	1,000*	9' high	110,220	2
<u>Hollywood</u>						
Hollywood Beach	13,000	100(8x12)	13,000*	12' x 7'	110,220	
<u>Miami</u>						
Biscayne Terrace	4,480		4,480*	6' x 8'	110,220	16
<u>Miami Beach</u>						
Americana	127,845	642(8x10)	38,000*	10' x 12'	110,220	589
Balmoral	12,940		3,950*	6' wide	AC	
Deauville	37,400	340(6x8)	24,000*	6' x 12'	AC, DC	100
Dillido	11,926	112(6x8)	7,571*	6' x 7'	110,220	
Eden Roc	30,000	200(8x10)				200
<u>Flamingo</u>						
	14,346		7,164		115V	

\*air conditioned



## Looking for a location that's unique?



### Here is a Magnificent Tropical Island Paradise

Just 18 minutes from the heart of Miami. Delightful seclusion without remoteness. Unexcelled Services . . . Cordial Hospitality. Air-conditioned. Diversified facilities. Picturesque, sporty 9-hole Pitch 'n Putt Golf Course overlooking the Atlantic Ocean . . . described by Golfdom Magazine as one of world's finest. Miles of secluded beautiful white sand Beach. 4 Championship Tennis Courts . . . Shuffleboard. 2 Fresh Water Swimming Pools.

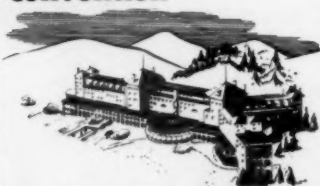
Your Group is held together . . . work together . . . live together . . . play together on a delightful Resort-estate. Telephone or write for complete information Alan Bland, Director of Sales Bob Neale, Managing Director

• Complete with everything necessary for Successful..Happy..Group Functions

## THE KEY BISCAIYNE Hotel and Villas

300 OCEAN DRIVE • KEY BISCAIYNE • MIAMI 49, FLORIDA  
Telephone Miami 814-5431

## For The Life of Your Convention



## and The Convention of Your Life

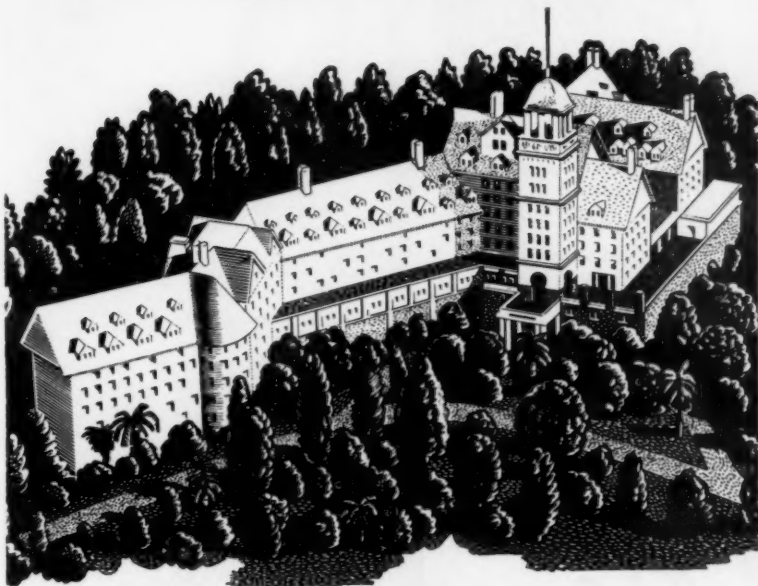
THE  
*Mount Washington*  
BRETTON WOODS HOTEL  
NEW HAMPSHIRE

The largest and finest convention meeting resort in New England. 10,000 acre estate. 10 separate meeting rooms, exhibition hall, dining room seating 800, completely trained staff to make your work a pleasure. 18-hole golf course, all sports, entertainment, and the greatest chefs in the U.S.A. Convention season, June thru October. Write today for brochures, programs and menus.

All Inclusive Rate . . . No Extras!

BEN HARRISON, Managing Director  
WIN CHESLEY, Director of Sales  
1 East 57th St., New York City, PLaza 5-7640

## SALES MEETING CENTER OF SAN FRANCISCO BAY AREA!



### 6 GOOD REASONS WHY YOU WILL GET MORE FROM YOUR MEETING AT THE HOTEL CLAREMONT:

1. More public space than any other hotel in San Francisco Bay Area—23,326 square feet handles 200 exhibits easily.
2. More free parking space—room for 1,000 cars.
3. More true luxury—300 rooms, and suites with fresh flowers daily from 22 acres of lovely gardens surrounding the Bay Area's finest resort hotel.
4. More fun dancing to name bands in the great Garden Room, and enjoying the magnificent food you'll relish at the Claremont.
5. More business value—no traffic noise, no drifting away.
6. More prestige—the Wall Street Journal yearly carries the names of more than 100 top level U.S. business organizations holding meetings at the Claremont.

## HOTEL *Claremont*

Berkeley-Oakland, Calif. Murray Lehr, Managing Director

Reasonable rates on request THornwall 3-3720 Teletype OA 520

## Camelback Inn

One of the world's Great  
Vacation Resorts

PHOENIX, ARIZONA

GOLF AT ADJOINING PARADISE  
VALLEY CLUB  
NEW CONVENTION  
ROOM FOR GROUPS



Season:  
OCTOBER 10  
TO MAY 1  
Jack Stewart  
Manager



### The Aristocrat of Miami Beach Hotels

Located in a 15-acre  
garden estate on  
beautiful Biscayne Bay.

An extensive range of modern  
meeting and banquet  
facilities, accommodating  
groups from 50 to 700.

Swimming pool, private  
yacht marina and Cabana  
Club, golf, tennis, fishing,  
dancing and entertainment.

Personalized service—  
superior cuisine.

For detailed information,  
please contact

Colonel Henry R. Dutton  
Vice President and  
General Manager



**FLAMINGO HOTEL  
and CLUB**  
MIAMI BEACH, FLORIDA

### SANTA BARBARA

## MIRAMAR HOTEL RESORT

**The Unique Combination  
For Business and Recreation**

Unequaled for business meetings,  
large or small. 200 rooms in 21  
garden acres by the sea. Just 90  
miles from Los Angeles in subur-  
ban Montecito, five minutes from  
Santa Barbara.

New convention hall and meeting  
rooms with every modern facility,  
accommodate 10-700 for meetings,  
10-575 for banquets. 5 banquet  
rooms. Every recreational facility.  
Private sandy ocean beach, heated  
swimming pool, tennis, golf privi-  
leges at nearby country club.

Special group rates on request.  
European plan. Your inquiry will  
receive the personal attention of—  
William P. Gawzner, Manager

**MIRAMAR**  
**HOTEL RESORT**  
**SANTA BARBARA**  
**CALIFORNIA**

#### HOTEL EXHIBIT AREAS (continued)

	Exhibit Space in Sq. Ft.	Number of Exhibit Booths	Largest Room in Sq. Ft.	Size of Door Opening	Current Avail- able	Number Sample Rooms
Fontainebleau	25,000	150(8x10)	15,000*	32'x13'	AC	
Golden Gate	12,000	107(6x8)	12'	12'	110,220	
Roney Plaza	7,889	83(8x10)	4,005*	7'high	110	
Saxony	8,000	100(6x8)	8,000*	8'high	110,220	50
Seville	22,500	130(8x8)	12,500*	8' x 12'	AC, DC	
Ponte Vedra Beach						
Ponte Vedra Club	4,424		2,772*	6' x 10'	110,220	
GEORGIA						
Atlanta						
Atlanta Biltmore	22,003	104(8x10)	14,144*	12'x12'		
Dinkler Plaza	6,920	52(8x10)	2,418*	8' x 21'	110,220	6
Augusta						
Bon Air	14,640	135(8x10)	3,808*	8' x 8'	AC	
Savannah						
General Oglethorpe	13,179	144(6x8)*	3,249*	6' x 10'	110,220	
IDAHO						
Sun Valley						
Sun Valley Lodge	1,800	20(4x8)	1,800	6' x 7'	110	
ILLINOIS						
Chicago						
Conrad Hilton	66,800	379(8x10)	32,000*	12'x12'	110,208	150
Edgewater Beach	15,000	110(8x8)	5,800*	8' x 7'	110,220	
LaSalle	11,200	120(8x6)	5,600*		AC	
Morrison	334,000	Varies	16,771*	9' x 18'	AC, DC	600
Palmer House	33,044	210(8x10)	21,800*	15' x 9'	AC	300
Sheraton	25,106	270(8x8)	7,600*	12' x 7'	AC	8
Sheraton-Blackstone	15,250		3,760*	6' x 8'	AC	
Sherman	40,000	250(10x10)	11,000*	14' x 7'	AC	100
INDIANA						
French Lick						
French Lick Sheraton	12,577	35(8x8)	7,067*	7' x 7'	110,220	15
Indianapolis						
Sheraton-Lincoln	6,139	96(6x8)	2,700*	4' x 7'	AC	10
Marott	6,372		3,648*	7' x 6'	AC	
IOWA						
Cedar Rapids						
Sheraton-Montrose	9,600	110(6x8)	2,440*	6' x 8'	110,220	6
Lafayette	4,315		2,400*	7' x 8'	110	4
Council Bluffs						
Chieftain	5,806		2,194*	5' x 7'	110,220	4
Marshalltown						
Tallcorn	3,499		1,620*	7' x 5'	AC	2
SIOWX CITY						
Sheraton-Martin	7,340	56(6x6)	2,082*	7'high	110,220	7
Sheraton-Warrior	1,800	15(6x6)	1,000*	4'wide	120	
KENTUCKY						
Louisville						
Sheraton-Seelbach	9,974	66(6x8)	4,652*			5
LOUISIANA						
Baton Rouge						
Belmont Motor	4,704		4,704*	5'wide	110,220	
New Orleans						
Jung Hotel	11,000	120(8x8)	11,000*	9' x 8'	AC	
MARYLAND						
Baltimore						
Sheraton-Belvedere	12,500		4,836	12'high	AC	10
Chestertown						
Great Oak Lodge	4,254		2,200*	47x13'	AC	
MASSACHUSETTS						
Boston						
Sheraton-Plaza	17,423	164(8x8)	5,720*	10' x 5'	110,220	
Statler Hilton	26,000	216(8x8)	7,737*	6' x 8'	AC, DC	39
Brookline						
Beaconsfield	3,290	51(8x8)	3,290*	10'wide	AC, DC	1
Cambridge						
Commander	5,814		2,116		AC	
Northampton						
Northampton-Wiggins	8,495	130(6x4)	2,165*	9' x 9'	110	18
Springfield						
Sheraton-Kimball	9,790	97(10x10)	3,740*	5' x 8'	AC	3
Worcester						
Bancroft	12,720		7,100*	14' x 8'	110,220	10
MICHIGAN						
Detroit						
Statler Hilton	15,738	154(8x8)	4,700	13'high	110,220	60
Sheraton-Cadillac	13,000	156(6x8)	4,394	13'	AC, DC	28
MINNESOTA						
Minneapolis						
Radisson	17,477	128(7x10)	10,500*	7'	117,208	15
Rochester						
Kahler Hotel	3,500	38(8x10)	2,500	3'wide	110,220	10
MISSISSIPPI						
Biloxi						
Buena Vista	9,700	80(8x10)	7,500*	4'wide	110,200	4
MISSOURI						
Excelsior Springs						
Elms Hotel	6,796	49(8x6)	2,812*	10' x 7'	AC	5
Oaks	1,479		504*	5'wide	AC	3
Kansas City						
Hotel President	4,467	59(6x8)	4,488*	4' x 8'	AC	11
St. Louis						
Chase-Park Plaza	20,000	135(8x8)	20,000*	9' x 10'	AC, DC	
Coronado	10,037	20(8x10)	4,147*	6' x 7'	AC	32
Sheraton-Jefferson	13,960	169(8x8)	7,000*	9' x 8'	AC, DC	10

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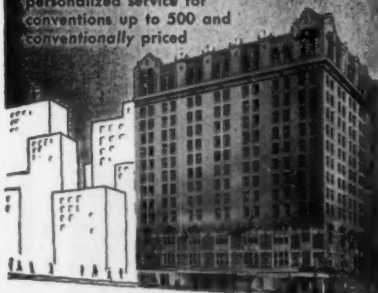
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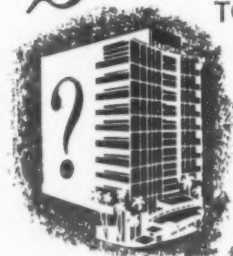
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### HOTEL EXHIBIT AREAS (continued)

	Exhibit Space in Sq. Ft.	Number of Exhibit Booths	Largest Room in Sq. Ft.	Size of Door Opening	Current Avail- able	Number Sample Rooms
<b>NEBRASKA</b>						
Columbus						
Hotel Evans	2,145		1,400*	6' x 6'	AC	2
Lincoln						
Lincoln Hotel	9,000	40(5x8)	4,000*	8' x 8'	AC	14
Norfolk						
Madison	4,375		2,262*			
Omaha						
Sheraton-Fontenelle	16,038	120(10x8)	4,214*	8' x 11'	115,220	5
Rome Hotel	10,000		3,000*	8' x 8'	110,220	45
Scottsbluff						
Hotel Lincoln	4,200		2,775*	8' wide	120,220	
<b>NEVADA</b>						
Las Vegas						
Riviera	10,000		10,000*	12' x 13'	110,220	35
<b>NEW JERSEY</b>						
Atlantic City						
Chalfonte-Haddon Hall	75,517	500(8x8)	24,856*	7' x 9'	AC, DC	
Claridge	11,698	90(8x6)	5,560*	6' x 8'	AC	30
Dennis	8,768	90(6x8)	3,840*	6' wide	AC	
Shelburne	4,500	55(8x8)	2,300*	6' x 7'	110	
Sheraton-Ritz-Carlton	26,057	200(8x10)	8,428	9' x 12'	AC	200
Traymore	36,226	360(10x10)	10,140	6' x 8'	AC	
<b>NEW MEXICO</b>						
Albuquerque						
Alvarado	6,246		1,710	5' x 7'	AC	7
Hilton	6,500	82(8x4)	2,700*	6' x 7'	110,220	
Santa Fe						
LaFonda	2,700		935	17' wide	120,220	2
<b>NEW YORK</b>						
Albany						
Sheraton-Ten Eyck	9,628	72(8x10)	3,440*	10' wide	110,220	11
Buffalo						
Sheraton	3,160	22(8x10)	1,728*	5' x 7'	AC	
Statler Hilton	10,886	171	10,100	9' x 8'	110,208	45
Hotel Stuyvesant	4,000	36(10x10)	2,500*	6' x 9'	AC, DC	10
Westbrook	6,200		1,725	10' x 10'	AC	7
Glen Falls						
Queensbury	5,705		2,508	6' x 8'	110	4
Grossinger						
Grossinger	10,000	75(8x10)	10,000	5' x 8'	117,220	25
<b>New York</b>						
Barbizon Plaza	9,304	65	7,000*	6' x 8'	110,220	40
Commodore	22,900	233(8x10)	12,240*	8' x 8'	AC, DC	25
Governor Clinton	11,012		3,276*		AC	10
Henry Hudson	18,431	50(8x10)	10,000*	9' wide	AC	
Park-Sheraton	8,700	70(8x10)	5,400*	7' x 8'	AC	
The Plaza	15,100	100(8x10)	4,000*		AC	
Roosevelt	16,050		5,700*	12' wide	AC	
Savoy Plaza	9,700		4,692*	5' x 7'	AC	
Sheraton-McAlpin	18,054	163(8x10)	6,944*	6' x 9'	AC	150
Statler-Hilton	39,172	380(6x8)	19,541*	6' x 8'	AC	
Waldorf-Astoria	35,250	550	17,000*	8' x 8'	AC, DC	
<b>Rochester</b>						
Rochester Sheraton	9,140	96(10x8)	3,920*	7' x 7'	AC	10
<b>West Point</b>						
U.S. Hotel Thayer	18,080		3,520*	8' x 8'	110,220	43
<b>NORTH CAROLINA</b>						
Asheville						
Treadway Manor	5,088		1,358	5' x 7'	110,220	
<b>OHIO</b>						
Akron						
Sheraton	7,900	42(4x6)	4,030*	5' wide	AC, DC	18
Cincinnati						
Netherland Hilton	34,320	200(8x10)	12,166*	7' x 7'	AC, DC	44
Sheraton-Gibson	20,000	89(8x8)	11,480*		AC	9
<b>Cleveland</b>						
Hotel Cleveland	22,000	130(8x10)	6,200*	8' x 8'	AC, DC	
Columbus						
Deshler Hilton	4,000	62(8x8)	2,240*		AC	20
<b>Dayton</b>						
Dayton Biltmore	6,000	50(8x10)	3,149*	10' x 8'	AC	9
<b>OKLAHOMA</b>						
Oklahoma City						
Skirvin Hotels	17,739	50(8x10)	8,800*	6' wide	120,220	
<b>PENNSYLVANIA</b>						
Buck Hill Falls						
The Inn	7,698	50(8x10)	4,620	5' x 7'	AC	
Philadelphia						
The Drake	11,171	170(6x10)	6,016*	6' x 7'	AC	10
Sheraton	25,850	215(8x8)	16,337*	12' x 8'	AC	13
<b>Pittsburgh</b>						
Penn-Sheraton	19,000	108(8x10)	5,750*	11' wide	110,220	52
<b>RHODE ISLAND</b>						
Providence						
Sheraton-Biltmore	6,636	48(8x8)	4,266*	8' x 8'	110	10
<b>SOUTH DAKOTA</b>						
Rapid City						
Sheraton-Johnson	6,155	35(8x5)	3,080*	6' x 7'	220	3
<b>Sioux Falls</b>						
Sheraton-Carpenter	3,558		1,620*	5' x 7'	AC	2
Sheraton-Cataract	9,237		2,432*	5' x 7'	110	3

\*air conditioned



## HOTEL EXHIBIT AREAS (continued)

	Exhibit Space in Sq. Ft.	Number of Exhibit Booths	Largest Room in Sq. Ft.	Size of Door Opening	Current Available	Number Sample Rooms
<b>TENNESSEE</b>						
Memphis						
Claridge	10,000	36(6x8)	10,000*	10' wide	AC, DC	8
Nashville						
Dinkler-Andrew Jackson	5,734		1,879	5' wide	AC	17
<b>TEXAS</b>						
Dallas						
Adolphus	14,540	154(8x8)	8,030*	21' x 8'	110,220	25
Baker	6,000		5,644*		110	35
Sheraton-Dallas	26,245	297(8x10)	15,000*	10' x 10'	110,220	6
Statler Hilton	22,900	215(8x8)	14,000*	10' x 7'	AC	15
El Paso						
Hilton	6,208		2,248*	6' x 7'	110,220	6
Ft. Worth						
Hilton	3,000	30(8x10)	3,000*		110,220	13
Galveston						
Moody Center	31,000	200(8x10)	31,000*	12' x 9'	110,220	
Houston						
Rice Hotel	18,000	178(8x8)	3,231*	17' x 10'	AC, DC	35
Shamrock Hilton	30,000	160(8x10)	21,800*	20' x 11'	110,220	
<b>VIRGINIA</b>						
Fort Monroe						
Chamberlin	8,750		4,600*			
Richmond						
Jefferson	11,193		4,900*			10
John Marshall	9,500		5,000*	8' x 10'	110,220	6
<b>WISCONSIN</b>						
Genoa City						
Nippersink Manor	28,000		10,000*	20' x 16'	AC	15
Land O'Lakes						
King's Gateway	7,800		7,300	9' x 6'	110,220	
Pewaukee						
Oakton Manor	7,887	65(8x8)	3,640*	8' x 8'	AC	25
Milwaukee						
Pfister	9,187		3,772	6' x 8'	AC, DC	8
<b>CANADA</b>						
ONTARIO						
Hamilton						
Sheraton Connaught	10,283	65(8x10)	4,250	6' x 8'	220	20
Niagara Falls						
Sheraton Brock	8,856	12(8x10)	3,168	7' x 6'	60 cycle	
Toronto						
King Edward	14,838		6,344*	5' x 7'		5
<b>QUEBEC</b>						
Montreal						
Queen Elizabeth	14,746	92(8x8)	10,928*	6' x 7'	120,208	20
Sheraton-Mt. Royal	16,880	125(6x10)	9,120	4' x 7'	110,120	24
<b>HAWAII</b>						
Honolulu						
Hawaiian Village	17,000	40(8x10)	17,000*	36' wide	AC, DC	35
<b>BAHAMAS</b>						
Nassau						
British Colonial	6,000	42(6x8)	2,800*	36' wide	110,220	3
The Nassau	6,350	30(6x8)	5,400*	20' wide	110,220	
Royal Victoria	4,000		4,000	10' x 10'	110V	1

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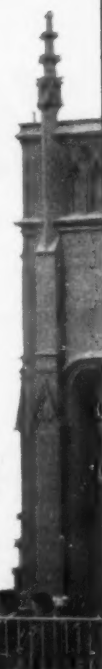
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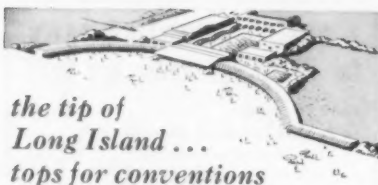
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## ADVERTISERS' INDEX

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Hotel Adolphus (Chicago) .....	71	Agency: The Jordan Company		Hotel Dennis (Atlantic City) .....	141	Agency: Halsted Van Vechten, Inc.	
Aero Mayflower Transit Co. ....	15	Agency: Caldwell, Larkin & Sidener		DeSoto Hotel (Savannah, Ga.) .....	118	Agency: Needham & Grohmann, Inc.	
Agency: Bernard J. Hahn Advertising		Van Riper, Inc.		Detroit Lectern Co. ....	68	Agency: Ross Roy, Inc.	
Allied Van Lines, Inc. ....	4	Agency: McCann-Erickson, Inc.		Hotel Dillido (Miami Beach) .....	114	Agency: Advertising Trade Service, Inc.	
Agency: Lennen & Newell, Inc.		American Airlines, Inc. ....	6	Dinkler Hotels .....	73	Agency: Koehl, Landis & Landan, Inc.	
American Hospital Association .....	46	Agency: Bishopric/Greene/Fielden, Inc.		Diplomat Hotel (Hollywood Beach, Fla.) ....	107	Agency: Newman, Stern and Mandell	
American Neckwear Manufacturing Co. ....	60	Agency: Swofford-Mulle, Inc.		Advertising .....			
Americana Hotel (Miami Beach) .....	117	Agency: Swofford-Mulle, Inc.		Display & Exhibit Specialties Co. ....	135	Agency: Clark & Bobertz, Inc.	
Agency: Harris & Co.		Arlington Aluminum Company .....	48	Display Workshop .....	133	The Displayers, Inc. ....	40
Agency: Swofford-Mulle, Inc.		Arrowhead Springs (San Bernardino, Calif.) .....	120	Distinguished Hotels .....	69	Agency: Koehl, Landis & Landan, Inc.	
Atlanta Biltmore Hotel (Atlanta) .....	140	Agency: Swofford-Mulle, Inc.		Drake Hotel (Chicago) .....	112	Agency: Grant Advertising	
Agency: Harvey-Messengale Co., Inc.		Bahamas Government Development Board .....	87	Drake Hotel (Philadelphia) .....	141	Agency: Maurie H. Orondenker Advertising	
Baker Hotel (Dallas) .....	61	Agency: Grant Advertising, Inc.		Eastern Airlines .....	85	Agency: Fletcher D. Richards, Inc.	
Agency: Alert Advertising Agency		Berkley-Carter Hotel (Asbury Park, N. J.) .....	144	Eastern States Exposition .....	133	Agency: Richard R. Bruce, Inc.	
Balmoral Hotel (Miami Beach) .....	103	Agency: Dowd, Redfield, Johnstone, Inc.		Eden Roc Hotel (Miami Beach) .....	22	Agency: Harris & Co.	
Barbizon Plaza Hotel (New York City) .....	125	Agency: Swofford-Mulle, Inc.		Edgewater Gulf Hotel (Edgewater Gulf, Miss.) .....	139	Agency: Harry Atkinson, Inc.	
Barcelona Hotel (Miami Beach) .....	130	Agency: Swofford-Mulle, Inc.		El Mirador Hotel (Palm Springs, Calif.) ....	125	Agency: Swofford-Mulle, Inc.	
Agency: Newman, Stern & Mandell		Bedford Springs Hotel (Bedford Springs, Pa.) .....	119	El Panama Hilton (Panama City, Panama) ..	9	Agency: Needham & Grohmann, Inc.	
Agency: Arndt, Preston, Chapin, Lamb & Keen, Inc.		Bellemont Motor Hotel (Baton Rouge, La.) ..	86	Embajador Intercontinental (Ciudad Trujillo, D. R.) .....	27	Agency: Harris & Co.	
Bellevue Biltmore Hotel (Bellaire, Fla.) ...	108	Agency: Koehl, Landis & Landan, Inc.		Emerald Beach Hotel (Nassau) .....	131	Agency: The Jordan Co.	
Berke Displays .....	144	Berkshire Hills Conference (Pittsfield, Mass.) ..	80	Empress Hotel (Miami Beach) .....	115	Agency: Friedlander, Roland & Bodee	
Berkley-Carter Hotel (Asbury Park, N. J.) ..	114	Agency: Herbert W. Frank Advertising		Advertising .....		Exhibit Producers and Designers Association	30
Berkshire Hills Conference (Pittsfield, Mass.) ..	80	Bermuda Trade Development Board .....	66	Agency: Jim Howson Agency		Fairmont Hotel (San Francisco, Calif.) ....	120
Agency: Swofford-Mulle, Inc.		Boca Raton Club (Boca Raton, Fla.) .....	132	Agency: Swofford-Mulle, Inc.		Fields Management Co. ....	47
Bon Air Hotel (Augusta, Ga.) .....	105	Agency: Charles Anthony Gross Agency		Agency: Deleahanty, Kurnit & Geller		Advertising Corp.	
Agency: Gardner & Stein		Bon Air Hotel (Augusta, Ga.) .....	105	Alan M. Fishburn Productions .....	124	Agency: M. M. Fisher Associates	
Buena Vista Hotel (Biloxi) .....	97	Agency: Swofford-Mulle, Inc.		The Flamingo Hotel (Miami Beach) .....	138	Agency: Koehl, Landis & Landan, Inc.	
Agency: Harry Atkinson Agency		Buffalo's Midtown Hotel Group (N. Y.) ....	113	Fontainebleau Hotel (Miami Beach) .....	10	Agency: Newman, Stern and Mandell	
Agency: William Melrod Agency		Camelback Inn (Phoenix) .....	137	Advertising .....		Fontana Village (Fontana Dam, N. C.) .....	116
Agency: Swofford-Mulle, Inc.		Canadian National Railways .....	28	Agency: Charles P. Tombras & Associates		Hotel Fort Des Moines (Des Moines) .....	135
Agency: McCann-Erickson, Inc.		Canadian Pacific Railway Company .....	74	Agency: Lessing Advertising Co., Inc.		Fort Montagu Beach Hotel (Nassau) .....	88
Agency: Kenyon & Eckhardt, Inc.		Capital Airlines .....	78	Agency: Wendell P. Colton Company		French Government Tourist Office .....	117
Caribe Hilton Hotel (San Juan, Puerto Rico) ..	59	Agency: Kenyon & Eckhardt, Inc.		Agency: Grey Advertising Agency		Salt Ocean Mills Hotel (Fort Lauderdale, Fla.) .....	119
Agency: Needham & Grohmann, Inc.		Caribbean Hotel (San Juan, Puerto Rico) ..	16	Agency: August Dorr Associates		Galveston Moody Convention Center (Texas)	95
The Carillon (Miami Beach) .....	114	Agency: Swofford-Mulle, Inc.		Agency: Alert Advertising Agency		Gardner Displays Company .....	43
Agency: Friedlander, Roland & Bodee, Inc.		Castaways Motel (Miami Beach) .....	90	Agency: Vic Matiland & Associates, Inc.		Gardner, Robinson, Steinhilber & Weiss, Inc.	39
Agency: Koehl, Landis & Landan, Inc.		Castle Harbour Hotel (Bermuda) .....	90	Agency: Smith, Taylor & Jenkins, Inc.		Garza Travel Service (Mexico City, Mexico)	80
Agency: Wendell P. Colton, Inc.		Castle in the Clouds (Lookout Mountain, Tenn.) ..	131	General Exhibits, Inc. ....	53	General Exhibits and Displays .....	65
Agency: Tally Embury, Inc.		Cat Key Club (Cat Cay, Bahamas) .....	74	Agency: Perrin-Paus Company		The General Oglethorpe Hotel (Savannah, Ga.) .....	126
The Cavalier Hotel (Virginia Beach) .....	115	Chalfonte Haddon-Hall (Atlantic City) ....	110	Agency: Morris Timbes, Inc.		Georgian Bay Line .....	86
Agency: Laura Lambe Advertising		Chalfonte Haddon-Hall (Atlantic City) ....	110	Agency: Wolfe-Jacking-Conkey, Inc.		The Golden Gate Hotel (Miami Beach) ....	14
Agency: Gray & Rogers Advertising		Chalfonte Haddon-Hall (Atlantic City) ....	110	Agency: Friedlander, Roland & Bodee		Advertising .....	
Claremont Hotel (Berkeley, Calif.) .....	137	Agency: Gray & Rogers Advertising		Grand Hotel (Point Clear, Ala.) .....	109	The Greenbrier (White Sulphur Springs, W. Va.) .....	91
Agency: Joe Connor Advertising		Claridge Hotel (Atlantic City) .....	121	Agency: Needham & Grohmann, Inc.		Great Oak Lodge (Chestertown, Md.) .....	93
Agency: Dorland Advertising Agency		Hotel Claridge (Memphis, Tenn.) .....	109	Agency: Emery Advertising Corp.		Grossinger's (Grossinger, N. Y.) .....	101
Agency: Cole & Company		Cleveland Exhibit Producers & Designers Assn. ....	123	Agency: Blackstone Advertising, Inc.		Gulf Hills Dude Ranch (Ocean Springs, Miss.) .....	99
Commodore Hotel (New York City) .....	124	Agency: Kelly, Nason, Inc.		Agency: J. H. Lewis Advertising		Habana Hilton Hotel (Havana, Cuba) .....	77
Agency: Swofford-Mulle, Inc.		Corpus Christi Hotel Assn. (Corpus Christi, Tex.) ..	91	Agency: Needham & Grohmann, Inc.		Jam Handy Organization .....	Cover 4
Agency: Adcraft Agency		Cubana Airlines .....	61	Agency: Campbell-Ewald Co.		Happiness Tours, Inc. ....	99
Agency: Harry W. Graff, Inc.		Czarnowski Display Service .....	108	Agency: Engel Advertising Incorporated		Harmony Guest Ranch (Estes Park, Colo.) ...	88
Agency: Advertisers Promotions, Inc.		Dartnell Corporation .....	84	Agency: George Bond & Associates		Harwig Displays .....	70
Agency: Arthur G. Barnet Agency		Daytona Beach Convention Bureau .....	76	Agency: Carney Advertising Agency		Fred Harvey Hotels .....	92
Agency: Charles Corsi Advertising		D. C. Transit System, Inc. ....	71	Agency: George H. Hartman Co.		Harwald Co. ....	112
Agency: Leonard Wolf & Associates, Inc.		The Deauville Hotel (Miami Beach) .....	67	Agency: Craft Advertising		Havana Riviera Hotel (Havana, Cuba) ....	102
Agency: Newman, Stern & Mandell		Advertising .....		Agency: Harris & Co.		Hilton Hotels Corporation .....	7
Hotel Del Coronado (Coronado, Calif.) ....	128	Agency: Patten-Holloway Agency		Agency: Needham & Grohmann, Inc.		Hollywood Beach Hotel (Hollywood Beach, Florida) .....	139
Agency: Burke-Dowling Adams, Inc.		Delta Air Lines .....	55				

Agency: Rosen/Goeld Advertising	84
The Homestead (Hot Springs, Va.)	84
Agency: Edward Howard & Co.	104
Henry Hudson Hotel (New York City)	104
Agency: Knickerbocker Advertising	111
The Inn (Buck Hill Falls, Pa.)	111
Agency: Needham & Grohmann, Inc.	93
International Amphitheatre (Chicago)	49
Ivel Corporation	104
Jack Bilt Corporation	113
Jamaica Tourist Board	24
Agency: Charles Anthony Gross Agency	24
Jaragua Intercontinental (Ciudad Trujillo, D. R.)	104
Agency: Harris & Co.	129
Jefferson Hotel (Atlantic City)	129
Jefferson Hotel (Richmond)	130
Agency: Helen Owen Nall	56
Jung Hotel (New Orleans)	97
Agency: Alert Advertising Agency	130
Kahler Hotel (Rochester, Minn.)	56
Kay Exposition Drayage Co.	97
Kentucky Fair & Exposition Center (Louisville)	137
Agency: Staples Advertising, Inc.	128
Key Biscayne Hotel & Villas (Miami)	178
King Edward Hotel (Jackson, Miss.)	76
Agency: Godwin Advertising	68
King's Gateway Hotel (Land O'Lake, Wis.)	104
Agency: Harry Atkinson, Inc.	103
Kirkland Travel	12-13
Lake Tarleton Club (Pine, N. H.)	21
Agency: Irving Davis Advertising	143
LaQuinta Hotel (LaQuinta, Calif.)	54
Agency: Swafford-Mulle, Inc.	134
LaSalle Hotel (Chicago)	18-19
Agency: Ross Llewellyn, Inc.	40
Las Vegas Convention Bureau	79
Long Beach Convention & Visitors Bureau	70
Agency: Max W. Becker Advertising	83
Hotel Lucerne (Miami Beach)	138
Agency: Leo Jay Resen Associates, Inc.	120
Madison Hotel (Atlantic City)	38
Agency: Dorland Advertising	105
Hotel Manhattan (New York)	142
Agency: Needham & Grohmann, Inc.	127
Manncraft Exhibitors Service, Inc.	142
Agency: Potts-Woodbury, Inc.	125
Manoir Richelieu (Murray Bay, Que.)	137
Agency: Wendell P. Colton Co.	137
Manpower, Inc.	141
Agency: Fromstein & Levy Advertising	44-45
Massaglia Hotels	89
Agency: Harry Atkinson, Inc.	102
Matson Navigation Company	90
Agency: Fuller & Smith & Ross, Inc.	121
Mayview Manor (Blowing Rock, N. C.)	127
Agency: Gardner & Stein	70
Messmore & Damon	75
City of Miami	75
Agency: Bishopric/Green/Fielden, Inc.	70
City of Miami Beach	83
Agency: Friedlander, Roland & Bodee, Inc.	138
Miami Beach Exposition Hall	120
Miramar Hotel (Santa Barbara)	38
Agency: The Kemble Company	105
Mission Inn (Riverside, Calif.)	142
Agency: Swafford-Mulle, Inc.	125
Mississippi Gulf Coast	137
Agency: Godwin Advertising Agency	137
Montego Estates (Jamaica)	59
Agency: Koehl, Landis & Landan, Inc.	24
Mont Tremblant Lodge (Mont Tremblant, Que.)	54
Agency: Arndt, Preston, Chapin, Lamb & Keen, Inc.	96
Montauk Manor (Montauk Manor, N. Y.)	53
Agency: Wendell P. Colton Co.	134
Moraine-on-the-Lake (Highland Park, Ill.)	141
Agency: Gardner & Stein	44-45
Hotel Morrison (Chicago)	89
Agency: Hagerty & Sullivan, Inc.	102
Mount Airy Lodge (Mt. Pocono, Pa.)	90
Agency: Cambridge Advertising	121
Mount Washington Hotel (Bretton Woods, N. H.)	127
Agency: Alan Shapiro Advertising	70
National Airlines	75
Agency: Southern Advertising, Inc.	138
National Guard Armory	120
Agency: Larrabee Associates, Advertising	134
National Hotel Exposition	141
Agency: Needham & Grohmann	44-45
New Washington Hotel (Seattle)	89
Agency: The Burke Company	102
New York Trade Show Corp.	90
Agency: Koehl, Landis & Landan, Inc.	121
Hotel New Yorker (New York City)	127
Agency: Harry Atkinson, Inc.	70
Nippersink Manor (Genoa City, Wis.)	75
Agency: Gardner & Stein	138
North American Van Lines	120
Agency: Applegate Advertising Agency	134
Northeast Airlines, Inc.	141
Agency: J. Walter Thompson Company	44-45
Northernaire (Three Lakes, Wis.)	89
Agency: Setran & Sons Advertising	102
Northeast Orient Airlines, Inc.	90
Agency: Campbell-Mithun, Inc.	121
Novelart Display Company, Inc.	127
Ocean Forest Hotel (Myrtle Beach, S. C.)	70
Agency: Gardner & Stein	75
Oraviala Company, Inc.	138
Orchids of Hawaii, Inc.	120
Agency: Jerry Goldstein Advertising	134
Palm Beach Biltmore (Palm Beach, Fla.)	70
Agency: Ray McCarthy Advertising Service	138

Pan American World Airways, Inc.	8
Agency: J. Walter Thompson Co.	52
Peninsular & Occidental Steamship Co.	126
Agency: Grant Advertising	139
Pocono Manor Inn (Pocono Manor, Pa.)	92
Agency: Arndt, Preston, Chapin, Lamb & Keen, Inc.	139
Hotel Ponce DeLeon (St. Augustine, Fla.)	81
Agency: Ray McCarthy Advertising Service	130
Ponte Vedra Club (Ponte Vedra, Fla.)	103
Agency: Koehl, Landis & Landan, Inc.	70
Hotel President (Kansas City, Mo.)	118
Agency: Potts-Woodbury, Inc.	23
The Queen Elizabeth Hotel (Montreal, Que.)	26
Agency: Needham & Grohmann, Inc.	123
Radisson Hotel (Minneapolis, Minn.)	126
Agency: Craddick Advertising	29
Rapid Copy Art Service	140
RCS Studios	123
The Rice Hotel (Houston, Texas)	120
Agency: Ritchie Advertising Agency	123
Richmond Hotels, Inc.	81
Agency: Dombrower Advertising	109
Hotel Robert Meyer (Jacksonville, Fla.)	72
Agency: Bacon, Hartman & Vollbrecht, Inc.	143
Roney Plaza Hotel (Miami Beach)	133
Agency: Charles Anthony Gross Agency	52
St. Moritz Hotel (New York)	Cover 3
Agency: Koehl, Landis & Landan, Inc.	110
San Juan Intercontinental Hotel (San Juan, P. R.)	41
Agency: Harris & Co.	51
Saxony Hotel (Miami Beach)	57
Agency: Blackstone & Steiner Co.	129
Schimmel Hotels	144
Agency: Ayres, Swanson & Assoc., Inc.	102
Sea Crest Hotel (Hollywood Beach)	132
Agency: Grant Advertising, Inc.	58
Selexor Displays, Inc.	75
Agency: Herbert Kaufman Advertising	112
Seville Hotel (Miami Beach)	55
Agency: Rosen/Goeld, Inc.	20
Shannon Free Airport	120
Agency: The Caples Company	120
Sharp Hotels, Ltd.	5
Agency: Koehl, Landis & Landan, Inc.	3
Shawnee Inn (Shawnee on Delaware, Pa.)	26
Agency: Koehl, Landis & Landan, Inc.	Cover 2
Shelburne Hotel (Atlantic City)	134
Agency: Dorland Advertising	93
Sheraton-Cadillac Hotel	11
Agency: Ellington & Company, Inc.	17
Sheraton Corporation of America	122
Agency: Batten, Barton, Durstone & Osborn, Inc.	2
Sheraton Gibson Hotel (Cincinnati)	86
Agency: Associated Advertising	87
Sheraton Park Hotel (Washington, D. C.)	106
Agency: Ellington & Company, Inc.	121
Hotel Sherman (Chicago)	136
Agency: Ellington & Company, Inc.	79
The Shoreham (Washington, D. C.)	136
Agency: Fairfax, Inc.	79
Skirvin Hotels (Oklahoma City)	136
Agency: J. Stewart Bell Advertising	136
Skyline Inn (Mt. Pocono, Pa.)	136
Skytop Club (Skytop, Pa.)	136
Agency: Arndt, Preston, Chapin, Lamb & Keen, Inc.	136
Southwest Hotels, Inc.	136
Agency: Albert J. Barnes Company	136
Standard Photo Service	136
Agency: Herman W. Genth	136
State Fair of Texas (Dallas)	136
Agency: Key Associates	136
Harvey G. Stief, Inc.	136
Strauss Decorating & Exposition Co.	136
Agency: Rothschild Advertising	136
Sun Valley (Idaho)	136
Agency: The Caples Company	136
Swig Hotels	136
Agency: Swafford-Mulle, Inc.	136
Tabery Corporation	136
Agency: Showmanship, Inc.	136
TelePrompeter Corporation	136
Agency: Cromwell Agency	136
Trans Canadian Airlines	136
Agency: McCann-Erickson, Inc.	136
Trans World Airlines, Inc.	136
Agency: Foote, Cone & Belding	136
The Treadway Manor (Asheville, N. C.)	136
Agency: Bennett Advertising	136
Union Stockyard & Transit Company (Chicago)	136
Agency: Fred C. Kenline & Associates	136
United Airlines, Inc.	136
Agency: N. W. Ayer & Sons, Inc.	136
United Van Lines	136
Agency: Kelly, Zahndt & Kelly, Inc.	136
U. S. Hotel Thayer (West Point, N. Y.)	136
Agency: Needham & Grohmann, Inc.	136
U. S. Travel Agency	136
Agency: Larrabee Associates Advertising	136
Unusual Ideas, Inc.	136
Virco Manufacturing Corporation	136
Agency: McHugh-Cather Advertising	136
Western Hotels	136
Agency: Cole & Weber Advertising	136
Wheaton Van Lines, Inc.	136
Agency: Poorman, Butler & Associates, Inc.	136
The Wigwam (Litchfield Park, Ariz.)	136
Agency: Swafford-Mulle, Inc.	136
Wilding Picture Productions	136
Willard Hotel (Washington, D. C.)	136
Agency: Irving J. Rosenbloom Advertising	136
Williamsburg Inn & Lodge (Williamsburg Va.)	136
Agency: Needham & Grohmann	136



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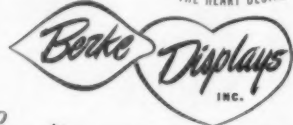
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## BEST I'VE HEARD



An exchange of anecdotes and facts to help a speaker spice his speech and make a point.

### Subject: ADVICE

An appliance distributor had 49 TV-record player combinations that just wouldn't move. None of his dealers would touch them even when he cut the price in half.

"What'll I do?" he asked a fellow distributor at a convention.

"Well," said his friend, "If I had the same problem I'd ship seven sets to each of seven discount houses with an invoice for six sets each. They'll think it is your mistake and will take advantage of you by accepting the shipment."

Three weeks later the distributor called his friend and blasted his ear. "Fine advice you gave me," he shouted. "Each discount house to whom I sent seven pieces and billed for only six, returned the six mentioned in the invoice and kept the extra one."

### Subject: MONEY

"I can't make them out," said the village gossip over the back fence. "They have no car, no piano, no television, and she hasn't any jewelry and no furs."

"Probably," said her neighbor, "they just have money."

### Subject: ADVERTISING

He opened a fish market and ordered a big new sign painted to hang out front to advertise his business. It read, "Fresh Fish for Sale Here."

"What did you put the word 'fresh' in for?" said his first customer. "You wouldn't sell them if they weren't fresh, would you?"

He painted out the word, leaving just "Fish for Sale Here."

"Why do you say 'here'?" asked his second customer. "You're not selling them anywhere else, are you?"

So he rubbed out the word "here".

"Why use 'for sale'?" asked the next customer. "You wouldn't have fish here unless they were for sale."

So he rubbed out everything but the word "Fish," remarking:

"Well, nobody can find fault with the sign now, anyway."

A moment later another customer came in. "I don't see what's the use of having that sign 'Fish' up there," said he, "when you can smell them a block away."

And that's how he quietly went out of business.

### Subject: WORRIES

"You sure do look worried," said the accountant as he came to check the books of the dress manufacturer.

"My boy," said the businessman, "I'm booked up solid on worrying. I've now got so many worries on my mind that if you should find some bad news in my accounts today, I won't get time to worry about it for at least two weeks."

### Subject: NO SALE

Business was a bit dull in town, so the carpet-sweeper salesman thought he'd try a rural district. When he began his sales talk the hillbilly interrupted with, "Don't waste your breath. I got a carpet sweeper."

The salesman, alert for the opening, said: "Good. I can make you a generous allowance on your old sweeper in part payment on this splendid new model."

The hillbilly seemed tempted, then shook his head. "No," he said, "I can't make that kind of a deal. After all, I took her for better or wuss."

### Subject: MODERN MOTHERS

Two baby sitters were discussing their infant charges. "Are you going to the dance tomorrow night?" one asked the other.

"I'm afraid not," she replied.

"What! I thought you were so fond of dancing?"

"I'd love to go," explained the conscientious sitter, "but to tell the truth, I'm afraid to leave the baby with its mother!"



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BUFFALO  
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SYRACUSE  
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(Opens early 1959)

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CHICAGO  
Sheraton-Blackstone  
Sheraton Hotel

DETROIT  
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CINCINNATI  
Sheraton-Gibson

ST. LOUIS  
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OMAHA  
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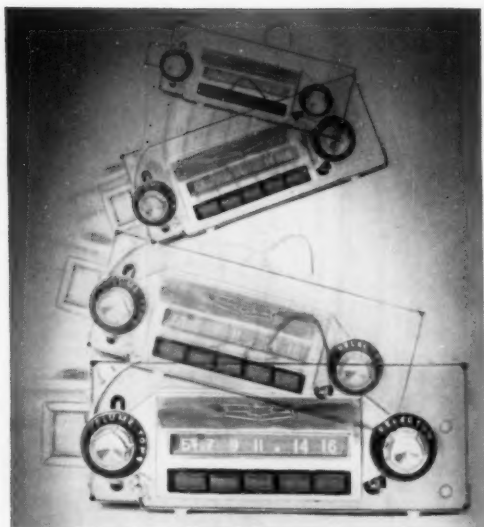
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